

PRIVACY POLICY

The Privacy Policy is divided into two parts which are as follows:

- A. [upGrad's Privacy Policy](#)
- B. [StartUp India's Privacy Policy](#)

A. upGrad's Privacy Policy

upGrad Education Private Limited (herein referred to as “Upgrad”, “we”. “us” or “Our”) owns, operates and maintain the website <https://www.upgrad.com> (“Website”/“Platform”). Upgrad offers curated and specially designed higher education and industry-relevant diploma and certification programs online (“Programs”). In order to deliver the programs in an efficient manner and to make available the Website, Upgrad collects certain information regarding the User.

This Privacy Policy (“Privacy Policy”) describes how we collect, use, update, delete and share information about our users (hereinafter referred to as “User”, “you” or “your”) through our Platform. Please review our Terms of Use and Privacy Policy (collectively referred to as the “Terms”) that govern the use of the Platform and the Programs. This Privacy Policy shall form a part of the Terms by way of reference. All capitalised terms not defined in this Privacy Policy have the respective meanings set forth in the Terms of Use. This Privacy Policy applies only to the part of the Platform provided by Upgrad, and we are not responsible for the practices of persons, companies, institutions or websites that Upgrad does not control, manage or employ.

User shall mean and include any person/persons, who visits, uses, deals with and/or transacts through the Website and includes a guest user and browser. In circumstances where the User is less than 18 years of age, consent from the legal guardian shall be required and it is advised that this policy be read in the presence of the legal guardian.

We take care and perform due diligence

This Policy has been drafted in accordance with the General Data Protection Regulation, 2018 (“GDPR”), the Information Technology Act, 2000 (“IT Act”) and the Information Technology (Reasonable Security Practices and Procedures And Sensitive Personal Data or Information) Rules, 2011 (“IT Rules”).

We take Privacy with utmost Seriousness and care. We take utmost care and due diligence to ensure Privacy aspects of each and every individual who interact with our platform are taken care of, by design and by default, in alignment with all applicable laws and regulations.

Please understand that by using our Platform or submitting any Personally Identifiable Information (defined below) to us, you consent and agree that we may collect, use, update, disclose and retain your information (including but not limited to your Personally Identifiable Information) in accordance with this Privacy Policy and our Terms of Use, and as permitted or required by law. Upgrad reserves the right to share the information collected hereunder with its own affiliates. In the event of sale or transfer of all or a portion of our business assets, consumer information may be one of the business assets that are transferred as part of the transaction. If you do not agree with these Terms, then please do not provide any Personally Identifiable Information to us. If you refuse or withdraw your consent, or if you choose not to provide us with any required Personally Identifiable Information, we may not be able to provide you with the services that can be offered on our Platform.

1. INFORMATION COVERED BY THIS PRIVACY POLICY

Some of our Platform's functionality may be used without revealing any personal information, though for features or services related to the Programs, personal information is required. If you do not use these specific features or services on the Platform, then the only information we collect will be "Non-Personal Information" (i.e., information that cannot be used to identify you). Non-Personal Information includes information like the web pages that you have viewed. In order to access certain features and benefits on our Platform, you may need to submit "Personally Identifiable Information" (i.e., information that can be used to identify you). Personally Identifiable Information can include, but not be limited to, information such as your name, email address, contact number (cellular and landline), educational qualification(s), Aadhaar number, PAN, social security and tax identification numbers, and post-qualification or work experience among other things. You are responsible for ensuring the accuracy of the Personally Identifiable Information you submit to Upgrad. Inaccurate information may affect your ability to use the Platform, the information you receive when using the Platform, and our ability to contact you. For example, your email address should be kept valid because it is one of the primary channels through which we communicate with you.

2. INFORMATION COLLECTION

NON-PERSONAL INFORMATION

When you come to our Platform, we may track, collect and aggregate Non-Personal Information indicating, among other things, which pages of our Platform were visited, the order in which they were visited, when they were visited, and which hyperlinks were "clicked." We also collect information from the URLs through which you connected with our Platform. Collecting such

information may involve logging the IP address, operating system and browser software used by each user of the Platform. Although such information may not be considered Personally Identifiable Information, based on local laws, we may be able to determine a user's Internet Service Provider and the geographic location of his or her point of connectivity from an IP address. We collect Non-Personally Identifiable Information from the Platform visitors to track the total of number of visitors on the Platform in aggregate form and to identify the type of Internet web browser (e.g., Internet Explorer®) and operating system (e.g., Windows®) used by them. This information allows us to continuously improve our Platform and services.

PERSONALLY IDENTIFIABLE INFORMATION

'Personal Information', 'Information' and 'Sensitive Personal Data or Information', 'Personally Identifiable Information' shall have meaning ascribed to it under the GDPR, IT Act, 2000 and IT Rules read together.

The information provided by you is used only in accordance with purpose described in the policy, only with specific consent from your end for the same. We collect through our Platform, or through third-party platforms being used by us, the information that you provide to us when you sign up for information updates or Programs, participate in our public forums, avail our chat room services, send you emails, call you, participate in online or offline events, and/or receive other services on or through our Platform or through any of Upgrad's or its Educational Partners' offline activities. This information may include, among other things, your name, postal address, email address, contact number, social security or tax identification numbers, login credentials (in the case of registered users), educational qualification(s), salary information, working goals, post-qualification experience, and photographs. We collect demographic information such as your gender, socio-economic status, and other similar personal information. In the case of scholarships, refunds or referrals, we will collect your bank account information. Other than this, we do not collect any of your financial information, and all payments are processed by third-party payment gateway providers.

Upgrad, or its Educational Partners and third-party service providers, may, for instance, collect certain information from you in conjunction with assignments, exams and other assessments related to the online course. For example, as part of a proctored exam for a course, Upgrad (or its third-party service providers) may collect certain Personally Identifiable Information from you in order to (a) verify or authenticate your identity or submissions made by you, such as a signature for a test or an assignment log, a photograph or a recording of you (e.g., using a webcam) or information included on a photo identification card or document, or (b) monitor your performance during an

exam to confirm that you are abiding by the applicable test rules or requirements (e.g., confirming that you are not using prohibited resources). Upgrad may also collect information from you or about your performance or your accomplishments, such as quiz/exam scores, grades, project evaluations, teacher evaluations and other evaluations of your performance or accomplishments.

Should you need any financial assistance, Upgrad may recommend certain third-party credit facility providers. Should you opt to sign up with such credit facility providers, any information you provide to them will be governed by their terms of use and policies, as you would be their direct customer. Please note, Upgrad does not control, manage or regulate such third-party providers.

OTHER INFORMATION

Other forms of information that we may collect from you or about you are as follows:

- Information about your interactions with customer service and maintenance interactions with us
- User-generated content you upload or post to public forums through the Platform
- Information needed in order to comply with any procedures, laws, and regulations which apply to us where it is necessary for our legitimate interests or the legitimate interests of others
- Recordings of calls with students or users showing interest in our programs
- Any other information you choose to directly provide to us in connection with your use of the Platform and Programs

THIRD-PARTY SERVICE PROVIDERS

We may receive your information when you access or log in to a third-party site, e.g., Facebook, WhatsApp from our Platforms or when you respond to our Ads on such third-party platforms. This may include the text and/or images of your Personally Identifiable Information available from the third-party site. Please be aware that the information we obtain from such third-party platforms is often dependent on their privacy policies and/or on your settings regarding what information you have consented to share with them.

We enter into arrangements with third parties to serve Ads on our behalf across the Internet, social networking sites and blogs. They may collect or store information about your visits to our Platform and your interaction with our products and services. They may also use information about your visits to this Platform and to other websites to target advertisements for goods and services or for any other purpose. This information is collected using a pixel tag, which is an industry standard technology used by most major websites. Such third parties are not permitted by Upgrad to sell or

share your Personally Identifiable Information as part of this process. If such third parties sell or share the Personally Identifiable Information as part of the process, Upgrad's liability shall be limited to providing you with reasonable assistance in any action you may choose to take against such third parties, at your sole cost and expense.

We have third-party sales and marketing affiliates who may collect your information through one of the various channels owned by them and share this information with us, based on your interest in our Programs and your explicit consent for the aforesaid purpose. For example, an affiliate may hold an event and share the details of the attendees with Upgrad.

INFORMATION WE RECEIVE FROM OTHER SOURCES

We may receive information about you if you use any of the other platforms we operate or the other services we provide. In this case, the data may be shared internally and combined with the data collected on the Platform. We are also working closely with third parties (including, for example, Educational Partners, scholarship providers, marketing partners, sales affiliates, subcontractors in technical/advertising networks, analytics providers, and search information providers) and may receive information about you from such sources. We may also receive your information from your employers, educational institution or scholarship providers, where your Program is partly or fully sponsored by such a third-party. The third-party sponsoring your participation in the Programs may provide us your information, subject to our agreement with them and, therefore, the third-party sponsor may be the controller with respect to such data. In cases where you have been referred under any referral scheme, we will receive your information from the referrer.

USE OF INFORMATION

We may use the information we collect to provide you with information relating to our Program and/or other Upgrad services, to respond to your questions or interest shown in our Programs, and to send you updates about the Programs, other Upgrad events, platform maintenance or new services provided by Upgrad, among other things, through itself or through third parties, via email, SMS, phone call or any other medium.

We use your information for managing and processing purposes, including, but not limited to, tracking attendance, progress and completion of a Program. As part of our management and processing of the Program, we will use certain Personally Identifiable Information to administer exams, projects, and other assessments for the Program. For example, as part of an exam, Upgrad may use certain information collected from you in order to verify your identity or to monitor your

performance during the exam to confirm that you are abiding by the applicable testing rules or requirements.

We may use your Personally Identifiable Information in order to provide such services to you and for quality control purposes, and we may also archive this information and/or use it for future communications with you. For example, Upgrad may make available to you chat room services that allow you to communicate with Upgrad's staff members or your peers in the same cohort, and we may use and share your Personally Identifiable Information to provide these services to you. In another example, Upgrad's staff members may create groups on WhatsApp (or similar service providers) with other students and make you a member of such a group. These groups may be used to provide services in conjunction with the Programs, including, but not limited to, updates related to the Programs, details of potential employers, etc. Please be aware that the information disclosed on a third-party service provider's platform will be dependent and subject to such third-party's privacy policies and/or on your settings regarding what information you have consented to share with them. Upgrad and/or its associates shall have no liability in this regard whatsoever.

Upgrad may use certain companies that enable you to establish a membership to participate in digital wallets, payment services or rewards programs. If you elect to do so, we will disclose to such companies your information that is necessary to make their programs work and support your membership with them. We are not responsible for the privacy practices of the companies sponsoring these membership programs, and we suggest you review the individual privacy policies of each company with whom you establish such memberships. Billing information may be archived by us or our providers. We may archive Personally Identifiable Information other than billing information and/or use it for future communications with you.

Upgrad may use and share your information to improve its services and offerings. For example, we, through our service providers (like auditors or surveyors), may approach you to understand the impact of our Programs on your careers. For this purpose, we may connect with you via a phone call, email you questionnaires, or request you to attend workshops.

To the extent any Personally Identifiable Information collected by us contains images of you, you grant Upgrad a limited, non-exclusive right to use, reproduce, distribute, or prepare derivative works of or publicly display such images and/or your likeness in relation to the Program or for marketing purposes. We may use your photograph along with employer information, transition information, designation change, etc., for Ads/and or social media posts to highlight our learners' achievements.

We use Non-Personal Information in aggregate form to build higher-quality, more useful services by performing statistical analysis of the collective characteristics and behaviour of our Users and by measuring demographics and interests regarding specific areas of our Platform.

3. SHARING YOUR INFORMATION

In addition to the examples provided above, we will share your information in the following manner:

Educational Partners

We may share the information that we collect from you with the particular Educational Partner (e.g., a university or a company) that developed or offered the Program you are taking; the instructor(s) who taught, managed or otherwise oversaw the Program; external graders who will be assessing your performance; or mentors who will be supporting students. For example, if you are taking a Program through a university, we may share Personally Identifiable Information about you and your performance with the university to report on your progress in the Program and to enable them to issue a certificate to you on completion of the Program. Information shared with our Educational Partners will be subject to the privacy policies and procedures of such partners. Also, we may archive this information and/or use it for future communications with you.

Employers, Sponsors and Scholarship Providers

If you are taking a Program that is sponsored or paid for by your employer or a sponsor, or if you have availed a scholarship from a third-party scholarship provider, we may share your Personally Identifiable Information and grades, evaluations or progress in the Program with your employer/sponsor/scholarship provider. This information may be shared at any time during the Program or afterwards.

Service Providers

We provide access to or share your information with operations and maintenance contractors and other third parties who perform services on our behalf strictly on confidential terms. They have access to perform these services but are prohibited from using your information for other purposes. They provide a variety of services to us, including billing, sales, marketing, test proctoring, couriers, mentoring, recruitment consulting, product content and features, advertising, analytics, research, customer service, data storage, security, fraud prevention, credit facilities, payment processing and legal services. Moreover, in certain circumstances, we may share certain Personally Identifiable Information and materials with third parties including, but not limited to, service providers such as Facebook or WhatsApp in order to provide you services that you have requested

or services that Upgrad provides in conjunction with the Programs. Also, we use certain authorised third-party platforms to collect your information (such as Typeform or Google Forms), as a consequence of which, your information may be stored on their servers.

Recruitment Services

If you have opted for any of our recruitment services or if you participate in any of our recruitment activities, we will be sharing your information with recruiters and potential employers. For example, if you participate in a recruitment drive jointly organised by Upgrad and a recruitment agency, we will share your information with the recruitment agency and with potential employers who wish to consider you for employment. In this case, such a recruitment agency or an employer may directly contact you to schedule interviews, etc. Please note that any information you share with the recruitment agency or employer will be governed by their terms and policies.

Upgrad offers public sharing features as part of its career services, which, among other features, makes your careers profile as well as your details and information public, including your progress in the Program to others outside of Upgrad. By electing to participate in any of these services, you acknowledge that any information or materials you include in your profile can be viewed by other persons accessing the Platform, including potential or existing employers, recruiters, peers, as well as others on the applicable third-party websites. You also acknowledge that the information shared may remain accessible on third-party websites and/or to those you have shared the information with, in the event you make your profile private after having made it public and/or ceasing to share your information. You also acknowledge that Upgrad has no control over the access of or use of information provided to third parties via this mode outside its website.

Alumni Portal and Networking Services

We may collaborate with certain third-party service providers to arrange and provide networking activities to previous, current or potential students of Upgrad. For this purpose, Upgrad may share certain basic information such as your name, email address and cohort details with such third-party service providers in order to enable them to invite you to connect. Should you agree to sign up to their services, please note that any information you provide will be governed by their policies. In certain cases, in order to facilitate communication between students, we may share your information with other students on chat forums such as WhatsApp and Facebook.

Government and Regulatory Disclosure

Upgrad may share your Information with various government authorities in response to court orders or other legal processes to establish or exercise our legal rights or to protect our property; to defend

against legal claims; or as otherwise required by law. In such cases, we reserve the right to raise or waive any legal objection or right available to us. We may also share your information when we believe it is appropriate to investigate, prevent or take appropriate action regarding illegal or suspected illegal activities; to protect and defend the rights, property, or safety of Upgrad, the Platform, our users, customers, or others; and in connection with our Terms and other agreements.

Associates and Business Transfers

Upgrad may share your Personally Identifiable Information with any Associate. The term “Associate” includes, with respect to any person, any entity that is controlled by such person, or any entity that controls such person, or any entity that is under common control with such person, whether directly or indirectly, or, in the case of a natural person, any Relative (as such a term is defined in the Companies Act, 1956, and Companies Act, 2013, to the extent applicable) of such a person.

Upgrad may disclose and/or transfer your Personally Identifiable Information to an acquirer, assignee or other successor entity in connection with a sale, merger, or reorganisation of all or substantially all of the equity, business or assets of Upgrad to which your Personally Identifiable Information relates.

Business Partners

With your consent, Upgrad may share information that can be used to directly contact you with third-party business partners, such as companies that may be offering products or services or other opportunities that may be of interest to you.

However, if You do not wish to receive any communication from us, you may request to opt-out by writing to us at -----Email----- or choose the unsubscribe provided to you with each communication. Once, we are in receipt of Your request, we will cease sending promotional messages to You through our business partners. **Getting unsubscribed from the communication services doesn't necessarily mean that the information being collected will be deleted.**

PUBLIC DISCLOSURE OF INFORMATION

Any Personally Identifiable Information that is voluntarily displayed by you on the Platform may be used by third parties for unsolicited purposes. Please note that Upgrad shall not be liable for such unsolicited use by third parties of your Personally Identifiable Information that has been voluntarily displayed by you.

4. AGGREGATED DATA

"Aggregated Data" means records that have been stripped of Personally Identifying Information and that have been manipulated or combined to provide generalised, anonymous information. Your identity and personal information are not available in Aggregated Data. We may combine your personal information on an anonymous basis with other information to generate Aggregated Data for internal and commercial use, and for sharing with affiliates, subsidiaries and business partners for planning and marketing purposes.

5. PROTECTION OF INFORMATION

CONFIDENTIALITY AND SECURITY

Upgrad takes all reasonable precautions to protect your Personally Identifiable Information both online and offline, in order to avoid any unauthorised access or breach. In addition, we participate in cooperative database services. These services help us direct newsletters, mailings and other marketing initiatives to appropriate purchasers and website visitors. Names and mailing addresses may be shared between participating parties in the co-operative database services.

NOTIFICATION OF CHANGES

We may update this Privacy Policy at any time, and it will be posted on this Platform as and when it is updated, so that you are always aware of what information we collect, how we use it, and the circumstances under which we may disclose it. Unless stated otherwise, our current privacy policy applies to all information that Upgrad has about You and Your account, even if it was collected in the past.

YOUR EMAIL ADDRESS AND MOBILE NUMBER

We may store the email addresses/mobile numbers of those who communicate with us via email/mobile or who have shown interest in our Programs and add them to our mailing/SMS/call list when you sign up to receive special promotions and updates. By electing to receive emails/SMS/calls from us, we would be able to send you exclusive information and special offers, which you may otherwise not learn about from our Platform. If you are a registered user and wish to change your preferences, or if you prefer to opt out of regular mail/SMS/calls, you may mail us at queries@upgrad.com to notify us of your request.

Once you have submitted your opt-out request, you may assume that it has been successfully received and is being processed. Please allow us 30 business days from when the request was received to complete the removal, as some of our promotions may already have been in process before you submitted your request.

THIRD-PARTY LINKS

Our Platform may contain links to other sites. The linked sites are not under the control of Upgrad. Please be aware that Upgrad is not responsible for the privacy practices of such other sites. Upgrad advises you to read the privacy policies of each and every website that collects your information, including Personally Identifiable Information. If you decide to access any of the third-party sites linked to the Platform, you do so entirely at your own risk. Any links to any partner of the Platform should be the responsibility of the linking party, and Upgrad shall not be responsible for notifying you of any change in the name or location of any information on the Platform.

RETENTION OF PERSONALLY IDENTIFIABLE INFORMATION

If you reside or are located in the European Union or in India, we keep your Personally Identifiable Information for no longer than necessary for the purposes for which the Personally Identifiable Information is processed. The length of time we retain Personally Identifiable Information depends on the purposes for which we collect and use it and/or as required to comply with applicable laws and to establish, exercise or defend our legal rights.

6. SERVERS

Upgrad and its Indian service providers store information about you on servers located in India, whereas our international service providers may store your information on servers located in other countries. By using our services, you consent to the storage of your information within India or such other countries. If you are using the services from outside India, please know the information you submit will be transferred to and stored in our servers in India or such other countries. The data protection and other laws of India and/or other countries might not be as comprehensive as those in your country. By submitting your data and/or using our services, you acknowledge the transfer, storage and processing of your information in and to India.

As described above, Upgrad also may subcontract the processing of your data to, or otherwise share your data with, service providers and others in countries other than your country of residence, including India, in accordance with the applicable law. Such third parties may be engaged in, among other things, the provision of services to you, the processing of transactions and/or the provision of support services. By providing us with your information, you acknowledge any such transfer, storage or use.

With respect to subjects of the European Union, if we provide any information about you to any such Non-European Union entities, we will take appropriate measures to ensure that such companies comply with the applicable data protection laws. If applicable, you may make a

complaint to the data protection supervisory authority in the country where you are based. Alternatively, you may seek a remedy through local courts if you believe your rights have been breached. Should you require any further information on the processes followed, please connect with the Grievance Officer (details mentioned below).

7. CHILDREN'S AND MINORS' PRIVACY

Upgrad strongly encourages parents and guardians to supervise the online activities of their minor children and consider using parental control tools available from online services and software manufacturers to help provide a child-friendly online environment. These tools can also prevent minors from disclosing their name, address and other Personally Identifiable Information online without parental permission. Although the Platform is not intended for use by minors, Upgrad respects the privacy of minors who may inadvertently use the Platform, and shall delete their information upon intimation.

8. COOKIES AND WEB BEACONS

Cookies are small pieces of information saved by your browser onto your device's hard drive. Cookies are used to record various aspects of your visit and to assist Upgrad to provide you with uninterrupted service. Web beacons are small graphic files linked to our servers that allow us to track your use of our Platform and related functionalities.

We also use or may use cookies and/or web beacons to help us determine and identify repeat visitors, the type of content and sites to which a user of our Platform links, the length of time each user spends at any particular area of our Platform, and the specific functionalities that users choose to use. Cookies and web beacons allow Upgrad to serve you better and more efficiently, and to personalise your experience at our Platform. Cookies and web beacons are not used to retain Personally Identifiable Information. From time to time, we may also use additional methods of collecting data.

We may allow third-party companies, including advertising companies (such as Facebook, Google, Twitter, Quora and Bing) to place cookies on our website. These cookies enable such companies to track your activity across various sites where they display Ads and record your activities, so they can show Ads that they consider relevant to you as you browse the Internet. These cookies store information about the content you are browsing, together with an identifier linked to your device or IP address.

These cookies also allow us and third parties to know whether you've seen an Ad or a type of Ad, and how long it has been since you've last seen it. This information is used for frequency capping purposes, to help tailor the Ads you see and to measure their effectiveness.

You should be able to control how and whether cookies will be accepted by your web browser. Most browsers offer instructions on how to reset the browser to reject cookies in the “Help” section of the toolbar. If you reject our cookies, many functions and conveniences of this Platform may not work properly.

9. DATA PROTECTION OFFICER

In accordance with the Information Technology Act, 2000, EU GDPR, and all applicable rules made thereunder, the Data Protection Officer appointed by Upgrad for this Privacy Policy is **Mr. Raj Dogra**, who can be reached at compliance@upgrad.com

10. RIGHTS OF USERS

You may access your rights under the purview of applicable Data Protection Laws by writing an email at compliance@upgrad.com. The primary rights of the Users with respect to data protection are:

- a. The right to access: Users shall have the right to confirm whether or not Upgrad is allowed to process their personal data. Additionally, all Users shall have the right to access the Personal Information shared with Upgrad including certain other information like the details relating to the purpose of processing information which we shall provide them with upon their demand.
- b. The right to rectification: Users shall have a right to correct any inaccurate Personal Information about themselves and further complete any incomplete information related to them is available with Upgrad.
- c. The right to erasure: Users shall at all times have right to erase any Personal Information concerning them without any undue delay. In such a case, the User is required to request Upgrad to delete the Personal Information relating to such User by writing to Upgrad at compliance@upgrad.com.

- d. Right to restrict processing: Users shall have the right to restrict Upgrad from processing their Personal Information entirely or for any specific purpose as detailed under this Policy. However, Upgrad shall continue to have the right to process such Personal Information if the same is required as per applicable laws or to defend any legal claims against Upgrad.
- e. Right to object Processing: Users shall have the right to object to our processing of their personal data for one or more purposes. Any such formal objection from user will be seriously recorded, analysed and necessary actions will be carried out within reasonable time limits.
- f. Right to data portability: Users shall have the right to receive the Personal Information provided to Upgrad to be received in a readable format in order to share it with a third party. For this purpose, the User has the right to direct Upgrad to share such Personal Information with the identified third party directly.
- g. Right to withdraw consent: The personal Information processed by Upgrad is conditional upon the requisite consent being provided by You to process such personal Information. You have the right to withdraw such consent at any time should you wish to decide against permitting Upgrad process your Personal Information.
- h. Access to Information: Users have right or they are able to upon request to have confirmation whether or not personal information concerning them is being processed, and where that is the case users have access to personal information, they can have a piece of copy of their personal information and how it is processed.

You may update or modify your contact information and user preferences by emailing us at compliance@upgrad.com

11. SECURITY STATEMENT

Upgrad has put in place various physical, electronic and managerial procedures to try to safeguard and secure the information we collect. For example, we provide strong encryptions to store certain information and have stringent managerial checks and password change policies in place. The information we collect is stored with third-party data centres that have a holistic security model with seven levels of security. Please note that the Company shall not be liable for any misuse or loss of information carried out by such third-party data centres. Furthermore, we also rely on your

cell phones' strong security model to ensure that there is no information or security leak, unless intentionally processed for authentication.

12. ADDRESS FOR PRIVACY QUESTIONS

Should you have questions about this policy or Upgrad's process for information collection, use and disclosure practices, feel free to contact us at compliance@upgrad.com or queries@upgrad.com. We will use reasonable efforts to respond promptly to requests, questions or concerns you may have regarding our use of your information. Except where required by law, Upgrad cannot ensure a response to questions or comments regarding topics unrelated to this policy or Upgrad's privacy practices.

13. CHANGING OUR PRIVACY POLICY

This Policy is subject to change from time to time and shall be uploaded on our Website for your reference. Any changes to this Privacy Policy will be effective immediately upon being posted on this page. By accessing the Platform, you indicate your agreement to the modified Privacy Policy and all the changes. Be sure to return to this page periodically to ensure familiarity with the most current version of this Privacy Policy.

14. GOVERNING LAW

This Privacy Policy forms part of our Terms of Use and is governed in accordance with the laws in India.

15. MISCELLANEOUS PROVISIONS

The miscellaneous provisions provided in our Terms of Use shall apply to this Privacy Policy as well.

B. STARTUP INDIA: PRIVACY POLICY

I. Purpose

Startup India portal is committed to protecting any personal information that we may receive while you access the free entrepreneurial course, Startup India Learning Program, via the Platform <https://startupindia.upgrad.com/v/courses> and/or Mobile Application. We believe it is important for you to know how we treat information about you that we may receive when you engage with us. This Privacy Policy is devised to help you feel more confident about the privacy and security of your personal details. 'You' shall mean You, the User of the Platform/ Mobile Application, and 'Yourself' interpreted accordingly. 'We' / 'Us' means Startup India and 'Our' interpreted accordingly. 'Users' means the Users of the Platform/ Mobile Application collectively and/or individually as the context allows.

II. Eligibility

The Platform/ Mobile application is intended for all persons who are interested in the free online entrepreneurial course, the Startup India Learning Program, by Startup India (hosted under Invest India) and co-curated with Upgrad.

III. Information Collected

We receive both information that is directly provided to Us, such as personal information You provide when You visit the Platform/ Mobile Application and information that is passively or automatically collected from You, such as information collected from the browser or device You used to access Our Platform or Services. In this Privacy Policy, we refer to all this as the 'User Information'. To explain further,

- **Information You Provide to Us.** There are portions of this Platform/ Mobile Application where We may need to collect personal information from You when you register for the program or when you participate in the program. In the course, We often seek to collect from You various forms of information, such as name, address, e-mail address, telephone number, fax number, and business details. You may also be able to submit information about your business plan. For example, You might submit answers specific to your business/idea while filling the assignment in the course.
- **Information that is Automatically Collected.** In general, You can visit this platform without telling Us who You are or revealing any information about Yourself. We, and Our third-party service providers or other partners (collectively 'Partners') may use automated means to collect various types of information about You, Your computer or other device used to access Our Platform. A representative, non-exhaustive list of the types of automatically collected information may include: network or Internet protocol address and type of browser You are using (e.g., Chrome, Safari, Firefox, Internet Explorer), the type of operating system You are using, (e.g., Microsoft Windows or Mac OS), mobile network, device identifiers, device settings, browser settings, the web pages of the Platform You have visited, websites visited before and after You visited our Platform, the type of handheld or mobile device used to view the Website (e.g., iOS, Android), location information, and the content and advertisements You have accessed, seen, forwarded and/or clicked on. Please see our Section titled Cookies, for more information about how the foregoing information may be collected and used.

IV. Usage of user information

By entering Your User Information, You accept that We may retain Your User Information and that it may be held by Us or any Partners that processes it on Our behalf. We, along with Our Partners, shall be entitled to Use Your User Information for the following purposes:

- Provide and communicate with You about feedback, follow up on programs you've applied for or queries submitted to the team
- Fulfill your requests regarding the services, including without limitation, respond to your inquiries, communicate with You about our products or services that We believe may be of interest to you
- Enforce the legal terms (including without limitation our policies and terms of service) that govern your use of our Services, and/or for the purposes for which you provided the Information
- Provide technical support for the Platform or in connection with Our services and Offerings
- Prevent fraud or potentially illegal activities (including, without limitation, copyright infringement) on or through Our Platform or Services
- Protect the safety of our other subscribers or Users
- Perform analysis regarding how you use the Services or any part thereof such market research, including statistical analysis of User behavior which We may disclose to third parties in depersonalized, aggregated form
- In order to enable Us to comply with any requirements imposed on Us by law
- In order to send You periodic communications (this may include e-mail), about features, products and services, events and special offers. Such communications from Us may include promotion of programs being organized by third parties on our website

V. Cookies and Web Beacons

You should be aware that information and data may be automatically collected through the Use of Cookies or web beacons or similar tracking technologies. "Cookies" are text files placed in your computer browser that store basic information that a Website can use to recognize repeat site visits and as an example, recall Your name if this has been previously supplied. We may use this to understand Your service and internet usage, observe the behavior and compile aggregate data in order to improve or customize our products, services offerings, or the Platform, target the advertising and assess the general effectiveness of such advertising. Cookies do not attach to Your system and damage Your files. If You do not want information collected through the Use of Cookies, there is a simple procedure in most browsers that allows You to deny or accept the Cookie feature. Note, however, that "personalized" services may be affected if the cookie option is disabled.

For example, We may use Cookies to personalize Your experience at our Services (e.g., to recognize You by name when You return to Our Platform), save your password in password-protected areas. We also may use Cookies or other tracking technologies to help Us offer You products, offerings, or services that may be of interest to You when You visit this Platform. We or a third party platform with whom We work may place or recognize a unique cookie on your browser to enable You to receive customized offers, services on this Website. These Cookies contain no information intended to identify You personally. The Cookies may be associated with de-identified demographic or other data linked to or derived from data You voluntarily have submitted to Us (e.g., your email address) that we may share with a service provider solely in hashed, non-human readable form.

We and our Partners may also use "web beacons" or clear GIFs, or similar technologies, which are small pieces of code placed on Our Platform or in an email, to monitor the behavior and collect data about the visitors viewing Our Platform or email. For example, web beacons may be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that Platform. Web beacons may also be used to provide information on the effectiveness of our email campaigns (e.g., open rates, clicks, forwards, etc.).

VI. Security and Data Storing

Security is very important to Us. All security procedures are in place to protect the confidentiality, integrity, and availability of Your User Information. We maintain strict physical, electronic, and administrative safeguards to protect Your User Information including your personal information from unauthorized or inappropriate access.

We follow generally accepted standards to collect, store, and protect personal data, including the use of encryption. We retain personal data for as long as it is needed to provide the services you have requested, and thereafter for legal and service purposes. These may include retention periods mandated by legal, contractual, or similar obligations; for resolving, preserving, enforcing, or defending our legal and contractual rights; needed to maintain adequate and accurate business and financial records or how you access, update or delete your data, etc.

This Platform will take all reasonable efforts to ensure the confidentiality of personal data, uploaded information, etc. and will take reasonable efforts to ensure that the information received from you is not misused. This Platform also reveals personal data/information uploaded by you in connection with any lawful process. While this Platform will take the above reasonable measures to guard against misuse of personal data/information submitted to it by you, this Platform cannot guarantee that someone will not overcome our security measures, including, without limitation, the security measures implemented on this Platform. Therefore, your posting of personal data/ information on this Platform constitutes your acceptance of this risk, and by posting of personal data/information, you waive any right to seek legal relief from this website due to any misuse of your information.

VII. Information Sharing and Disclosures

We may disclose the User Information as follows:

- To service providers or Partners that we have engaged to perform educational functions on our behalf. This may include service providers that:
 - a. conduct research and analytics
 - b. create course content, videos, and assignment
 - c. provide users, technical, or operational support
 - d. conduct or support marketing (such as email or advertising platforms)
 - e. fulfill user requests
 - f. host our Services, forums, and online communities
 - g. administer the Platform
 - h. maintain databases
 - i. otherwise, support our Services
- Any answers submitted by you during the program will be shared with the partners who are a part of curating the educational course
- In response to legal process, for example, in response to a court order or a subpoena, law enforcement or government agency's request or similar request

- With third parties in order to investigate, prevent, or take action (in our sole discretion) regarding potentially illegal activities, suspected fraud, situations involving potential threats to any person, us, or the Platform, or violations of our policies, the law or our Terms of Use, to verify or enforce compliance with the policies governing our Platform
- We may share the User Information with Our affiliates or group companies, so they can provide, improve, and communicate with You about their own, or their marketing partners' products and services.
- We reserve the right to disclose and transfer the User Information outside India. We will comply with all relevant Data Protection legislation in relation to the period for which We retain any User Information.

VIII. Linked Services

Our Platform may contain links to or integrations with other services such as Facebook, Twitter, LinkedIn, and other media services and platforms whose information practices may be different than ours. Visitors should consult these other services' privacy notices as we have no control over information that is submitted to, or collected by, these third parties.

Acceptance of the Policy:

By visiting our Platform, signing up or logging into the website, uploading information on our website; you acknowledge and unconditionally accept the policy. If you do not agree with this Policy, do not use our Platform and services or provide here any of your personal data.

IX. Governing Law and Jurisdiction

This Privacy Policy is governed by and operated in accordance with the laws of India. If any of the parties wish to seek legal recourse, they may do so by using the courts of law in New Delhi.

X. Arbitration

In the event of a dispute an arbitration proceeding shall arise, all disputes arising out of or in connection with this Agreement including any question regarding its existence, validity or termination shall be referred to and settled under the Arbitration and Conciliation Act, 1996 and subsequent amendments thereto.

XI. Updates

We may change this privacy policy from time to time and You should check these regularly. Your use of the Platform will be deemed an acceptance of the privacy policy existing at that time.