

# PRIVACY POLICY

We **R.K. BANSAL FINANCE PRIVATE LIMITED** (hereinafter mentioned as "**RAM FINCORP**") are committed to protect our customers' personal information and/or sensitive personal data and strive to maintain the privacy of your personal information.

For your information, "Personal information" is any information that can be used by itself to uniquely identify, contact, or locate a person, or can be used with information available from other sources to uniquely identify an individual. For the purpose of this policy, sensitive personal data or information has been considered as a part of personal information.

RAM FINCORP does collect your personal information for a variety of regulatory and business purposes. These include, but are not limited to:

## Verify your identity

- Complete transactions of products and services
- Respond to your request for service or assistance
- Perform market analysis, market research, business and operational analysis
- Provide, maintain and improve our products and services
- Anticipate and resolve issues and concerns with our products and services
- Promote and market our products and services which we consider may be of interest to you and may benefit you; and
- Ensure adherence to legal and regulatory requirements for prevention and detection of frauds and crimes.

RAM FINCORP's Privacy Policy is designed and developed to address the privacy and security of your personal information provided to us. This Privacy Policy describes the personal information which we may collect and provides our approach towards handling or dealing with the same.

The policy is designed to make you understand:

- kinds of personal information that may be collected by us

## R.K. BANSAL FINANCE PRIVATE LIMITED

- measures taken by us to ensure its privacy and security
- duration for which when it may be retained by us; and
- how you may access and control its use

### COLLECTION OF PERSONAL INFORMATION

RAM FINCORP and its authorized third parties will collect information pertaining to your identity, demographics, and related evidentiary documentation. For the purposes of this document, a 'Third Party' is a Service Provider who associates with RAM FINCORP and is involved in handling, managing, storing, processing, protecting and transmitting information of RAM FINCORP.

This definition also includes all Sub-Contractors, Consultants and/or representatives of the Third party.

We may also collect your personal information when you use our services or websites or otherwise interact with us during the course of our relationship.

Personal information collected and held by us may include your name, father's name, mother's name, spouse's name, date of birth, current and previous addresses, telephone number, mobile phone number, email address, occupation and information contained in the documents used as proof of identity and proof of address. RAM FINCORP and its authorized third parties collect, store, process following types of Sensitive Personal Information such as password, financial information (details of Bank account, credit card, debit card, or other payment instrument details), biometric information, physiological information for providing our products, services and for use of our website. We may also hold information related to your utilization of our services which may include your call details, your browsing history on our website, location details and additional information provided by you while using our services.

RAM FINCORP Digital Personal Loan App may collect information with your consent from your mobile device like device location, device information (including storage, model, installed apps, Wi-Fi, mobile network) transactional and promotional SMS, communication information including contacts to provide customized offerings.

We may keep a log of the activities performed by you on our network and websites by using various internet techniques such as web cookies, web beacons, server log files, etc. for analytical purposes and for analysis of the amiability of various features on our site. This information may be used to provide you with a better experience at our portal along with evidentiary purposes. At any time while you are surfing our site, if you do not wish to share surfing information, you may opt out of receiving the cookies from our site by making appropriate changes to your browser privacy settings.

## **R.K. BANSAL FINANCE PRIVATE LIMITED**

In case you do not provide your information or consent for usage of personal information or later on withdraw your consent for usage of the personal information so collected, RAM FINCORP reserves the right to not provide the services or to withdraw the services for which the said information was sought.

### **COOKIES**

Cookies may be placed on your computer or internet-enabled device whenever you visit us online. This allows the site to remember your computer or device and serves a number of purposes.

On some of our web sites, a notification banner will appear requiring your consent to collect cookies. If you do not provide consent, your computer or internet-enabled device will not be tracked for marketing-related activities. A secondary type of cookie referred to as "user-input" cookies may still be required for necessary functionality. Such cookies will not be blocked through the use of this notification banner. Your selection will be saved in a cookie and is valid for a period of 90 days. If you wish to revoke your selection, you may do so by clearing your browser's cookies.

Although most browsers automatically accept cookies, you can choose whether or not to accept cookies via your browser's settings (often found in your browser's Tools or Preferences menu). You may also delete cookies from your device at any time. However, please be aware that if you do not accept cookies, you may not be able to fully experience some of our web sites' features.

### **SMS MESSAGES**

Financial SMS Data: We collect all of the SMS data and transmits only financial and promotional SMS data to our server while transmitting only your Financial transactional SMS data. We monitor only your financial transactional SMS which helps us in identifying your bank accounts, cash flow patterns, names of transacting party, description and amount of the transactions undertaken by you to help our lending partner perform credit risk assessment enabling it to determine your risk profile and provide you with the appropriate credit analysis and to prevent fraud thereby helping us and our lending partner to provide you with quicker loan disbursal. This data may be

## **R.K. BANSAL FINANCE PRIVATE LIMITED**

collected even when the app is not in use. No personal SMS data is stored by us on our server.

You can choose to agree or refuse, but after refusal, we will not be able to provide you with loan services; without SMS information, we will not be able to assess your risk and credit..

### **CONTACTS**

Phone Book Contacts: When you grant us access to the address book on your mobile device, then we and our Lending Partner access the names and contact information from your address book to facilitate invitations and to assess your phone usage and habits,. As part of the loan journey, we access your phonebook contacts which includes their contact names, phone numbers, account types, favorites (starred) and contact labels to enrich your financial profile. We use this data to determine your social network from your phonebook contacts and identify fraudulent contacts in your network and for promotional and marketing purposes. This helps us in detecting fraud loan applications and reducing credit risk.

How we use this data: See, For Enabling the App and its Services; For Loan Processing and KYC Authentication; Marketing and Outreach.

### **CAMERA**

We require the camera information permission to provide you an easy/smooth experience and to enable you to click photos of your KYC documents along with other requisite documents and upload the same on the App during your loan application journey.

### **STORAGE**

We require the storage information permission that allows the App to enable you to upload photos and/or documents to complete the application form during your loan application journey.

# R.K. BANSAL FINANCE PRIVATE LIMITED

## OTHER INSTALLED APPLICATIONS

We collect a list of the installed applications' metadata information which includes the application name, package name, installed time, updated time, version name and version code of each installed application on your device to assess your credit worthiness and enrich your profile with pre-approved customized loan offers.

## LOCATION-BASED TOOLS

We collect the location data from you in two ways: (i) when you add the pin code as part of your Ram Fincorp Account data; and (ii) from your mobile device when enabled by you to do so. The location data helps us to provide you with better loan offers, for KYC, reduce risk associated with your loan application and also to prevent any Fraud.

## WEB BEACONS

A web beacon is a small image file on a web page that can be used to collect certain information from your computer, such as an IP address, the time the content was viewed, a browser type, and the existence of cookies previously set by the same server. RAM FINCORP only uses web beacons in accordance with applicable laws.

RAM FINCORP or its service providers may use web beacons to track the effectiveness of third party web sites that provide us with recruiting or marketing services or to gather aggregate visitor statistics and manage cookies.

You have the option to render some web beacons unusable by rejecting their associated cookies. The web beacon may still record an anonymous visit from your IP address but cookie information will not be recorded.

In some of our newsletters and other communications, we may monitor recipient actions such as email open rates through embedded links within the messages. We collect this information to gauge user interest and to enhance future user experiences.

## SOCIAL MEDIA WIDGETS AND APPLICATIONS

RAM FINCORP web sites may include functionality to enable sharing via third party social media applications, such as the Facebook Like button and Twitter widget. These

## **R.K. BANSAL FINANCE PRIVATE LIMITED**

social media applications may collect and use information regarding your use of RAM FINCORP web sites (see details on 'Social Sharing' cookies above). Any personal information that you provide via such social media applications may be collected and used by other members of that social media application and such interactions are governed by the privacy policies of the companies that provide the application. We do not have control over, or responsibility for, those companies or their use of your information.

In addition, RAM FINCORP web sites may host blogs, forums, crowd-sourcing and other applications or services (collectively "social media features"). The purpose of social media features is to facilitate the sharing of knowledge and content. Any personal information that you provide on any RAM FINCORP social media feature may be shared with other users of that social media feature (unless otherwise stated at the point of collection), over whom we may have limited or no control.

### **LINKS TO OTHER SITES**

Please be aware that RAM FINCORP web sites may contain links to other sites, including sites maintained by other RAM FINCORP member firms that are not governed by this Privacy Statement but by other privacy statements that may differ somewhat. We encourage users to review the privacy policy of each website visited before disclosing any personal information.

Where a link to a non- RAM FINCORP site(s) exists, which, has not been authorized by RAM FINCORP, RAM FINCORP will not be responsible or liable in any way for the content of the linked website including any products, services or other items offered through that website.

### **DISCLOSURE AND TRANSFER OF PERSONAL INFORMATION**

Internal Use As explained in the section "Collection of Personal Information" RAM FINCORP and its employees may utilize some or all available personal information for internal assessments, measures, operations and related activities.

### **Authorized Third Parties**

RAM FINCORP may at its discretion employ, contract or include third parties (as defined in section 1: Collection of personal information) external to itself for strategic, tactical and operational purposes. Such agencies though external to RAM FINCORP,

## **R.K. BANSAL FINANCE PRIVATE LIMITED**

will always be entities which are covered by contractual agreements. These agreements in turn include RAM FINCORP's guidelines to the management, treatment and secrecy of personal information.

We may transfer your personal information or other information collected, stored, processed by us to any other entity or organization located in India only in case it is necessary for providing services to you or if you have consented (at the time of collection of information) to the same. This may also include sharing of aggregated information with them in order for them to understand our environment and consequently, provide you with better services. While sharing your personal information with third parties, adequate measures shall be taken to ensure that reasonable security practices are followed at the third party.

We may obtain your consent for sharing your personal information in several ways, such as in writing, online, through "click-through" agreements; orally, including through interactive voice response; or when your consent is part of the terms and conditions pursuant to which we provide you service. We, however assure you that RAM FINCORP does not disclose your personal information to unaffiliated third parties (parties outside RAM FINCORP corporate network and its Strategic and Business Partners) which could lead to invasion of your privacy.

### **Government Agencies**

We may also share your personal information with Government agencies or other authorized law enforcement agencies (LEAs) mandated under law to obtain such information for the purpose of verification of identity or for prevention, detection, investigation including but not limited to cyber incidents, prosecution, and punishment of offences.

If you wish to opt out of receiving product or service related communication from us, reach out through mail to [info@ramfincorp.com](mailto:info@ramfincorp.com)

### **SECURITY PRACTICES AND PROCEDURES**

We adopt reasonable security practices and procedures, in line with international standard IS/ISO/IEC 27001, to include, technical, operational, managerial and physical security controls in order to protect your personal information from unauthorized access, or disclosure while it is under our control.

Our security practices and procedures limit access to personal information on need-only basis. Further, our employees are bound by Confidentiality Policies which obligate them to protect the confidentiality of personal information.

## **R.K. BANSAL FINANCE PRIVATE LIMITED**

We take adequate steps to ensure that our third parties adopt reasonable level of security practices and procedures to ensure security of personal information.

We may retain your personal information for as long as required to provide you with services or if otherwise required under any law.

When we dispose of your personal information, we use reasonable procedures to erase it or render it unreadable (for example, shredding documents and wiping electronic media).

### **Internet Use**

We maintain the security of our internet connections, however for reasons outside of our control, security risks may still arise. Any personal information transmitted to us or from our online products or services will therefore be your own risk. However, we will strive to ensure the security of your information. We observe reasonable security measures to protect your personal information against hacking and virus dissemination.

### **UPDATE OF PERSONAL INFORMATION**

We strive to keep our records updated with your latest information. To this end, if you see any discrepancy in your personal information or if a part of your personal information changes, we request you to reach our customer service at our customer care 9667115547 or write to us at [info@RamFincorp.com](mailto:info@RamFincorp.com) and communicate the change(s) for updating our records.

In case of non-compliance with the terms and conditions and privacy policy, RAM FINCORP reserves the right to remove your non-compliant information from its systems. Further, depending on the seriousness of the non-compliance, we may choose to discontinue some or all of the services being provided to you by us.

### **FEEDBACK AND CONCERNS**

We are committed to safeguard your personal information collected and handled by us and look forward to your continued support for the same. In case of any feedback or concern regarding protection of your personal information, you can contact us at [info@RamFincorp.com](mailto:info@RamFincorp.com). Alternatively, you may also direct your privacy-related feedback or concerns to the Privacy Grievance Officer whose details are as mentioned below:



## **R.K. BANSAL FINANCE PRIVATE LIMITED**

Name : Mr. Bharat Soni

Contact Number : 8851586531

E-mail : bharat@RamFincorp.com

Working Days : Monday to Friday

Working Hours : 11:30 am to 5:30 pm

We will strive to address your feedback and concerns in a timely and effective manner.

### **CHANGES TO THIS STATEMENT**

RAM FINCORP may modify this Privacy Statement from time to time to reflect our current privacy practices. When we make changes to this statement, we will revise the "updated" date at the top of this page. We encourage you to periodically review this Privacy Statement to be informed about how RAM FINCORP is protecting your information