

Privacy Policy

(Effective date: 16 October 2005)

This privacy statement covers the site www.usashaadi.com. Since we are strongly committed to your right to privacy, we have drawn a privacy statement in place with regard to the information we collect from you. This policy statement demonstrates the "Service" commitment to the protection of your online privacy.

1. What information does USAShaadi.com collect/track about me?

USAShaadi.com is an online partner search service designed to provide an easy way for our members to meet each other on the Internet. For this purpose, our members create their own unique profiles. In order to do this, we ask for certain personal information which is displayed on the site. (This information includes option to enter physical / mental disability). All USAShaadi.com visitors may browse the site, search "summary" of member profiles and view any articles or features our site has to offer without entering any personal information.

USAShaadi.com gathers two types of information. (1) Information users submit; and (2) Information not directly submitted. Some of the collected information may get displayed on the site on behalf of the member, such as gender, age, height, photograph, etc. Some other private information is only used to allow communication between members or shown only to other members of the site. To offer this service, information collected by us may or may not include: customer-specified USAShaadi.com username, gender, age, religion, income range, occupation, preference/lifestyle information, general geographic location, photograph, videos and horoscope. This information is also gathered from members and guests who apply for the various services our site offers. This information includes, but is not limited to: First/ Last Name, email address, credit card number or checking account information for payment, a user-specified password, mailing address, zip code and telephone number.

USAShaadi.com also allows members and agents to submit public and private information on behalf of others - child/ward, sibling, or friend. If such child/ward, sibling or friend does not wish this information to be displayed, the information can be removed after providing the necessary evidence that the information pertains to her/him.

SURVEYS & CONTESTS: From time-to-time our site requests information from users via voluntary surveys or contests. Participation in these surveys or contests is not required from members or guests. Information requested may include contact information, such as name and shipping address, and demographic information- such as zip code, and age.

USASHAADI.COM AFFILIATE PARTNERS: The Affiliate Partner program is a vehicle for other websites to link to USAShaadi.com. No personal member information is exchanged with the Affiliate Partner.

Some of the information, such as browser type or IP address may also be collected, but it is not personally identifiable nor used for that purpose.

2. How does USAShaadi.com uses this information?

USAShaadi.com uses the information it collects in the following ways:

- **Information users submit**

MEMBERS

Public: Public information supplied by members is intended to be viewed by visitors to the site. This information is used by visitors for searching and matching purposes. Public information cannot be used

to identify a specific member by name, address, etc (except photograph, posting of which is voluntary).

Private: We primarily use member's email addresses to verify enrollment and to send system emails on behalf of other members. Email addresses are not disclosed to members. We may also use user's email address to send news regarding our site, but the users may choose not to receive such emails by unsubscribing. Email addresses may also be used in private correspondence with the user for customer service issues. Financial information that is collected is used to bill the user for products and services. All other private information submitted by the user is confidential and is not disclosed except as required by law or to protect members of USAShaadi.com. All private information can be updated or deleted by the user at any time, as follows:-

Updating public information:

- Login to your USAShaadi.com account
- Click on My Profile
- Use Edit options in the page to update relevant information and submit
- NOTE: To prevent misuse of the system, some information such as date of birth can not be changed once profile has been created.

Updating private information:

- Login to your USAShaadi.com account
- Click on My Shaadi profile.
- Update relevant information and submit

SURVEYS & CONTESTS: Contact and other information collected for contests is used to notify the winners and award prizes. Survey information collected is used to monitor or improve the site usage experience.

USASHAADI.COM'S AFFILIATE PARTNERS: Information submitted by the Affiliate Partner is used for establishing and maintaining a business relationship. No personal or business information is shared outside the relationship between USAShaadi.com and the Affiliate Partner. Affiliate Partners may not view or access private information of USAShaadi.com subscribers.

OTHERS:

- As a USAShaadi.com user, you may ask queries to our experts in the field of beauty, health, relationships, legal, etc. USAShaadi.com DOES NOT pass on your personally identifiable information to the experts. Even when your questions are published along with expert answers, we ensure that your identity is protected, by either changing your name or using first names only.
- USAShaadi.com allows members to write messages to other members to further the matchmaking process. While USAShaadi.com exercises reasonable care to prevent site misuse, we strongly recommend you establish the authenticity and intent of members before giving out personally identifiable information in such messages.

Information not directly submitted

AGGREGATE: We use your server, IP address, and browser-type related information in the general administration of our website.

3. With whom does USAShaadi.com share the information it collects/tracks?

Except where you are expressly informed, we do not sell, rent, share, trade or give away any of your personal information except to the financial institution that processes your credit card, or check transactions **unless required by law**, or for the protection of your membership.

USAShaadi.com will never share your personal information, without your express permission. Still, we encourage you to review the privacy policy of the partner for questions about their use, any personally identifiable information that you may separately submit to such partner.

10. Tell me about USAShaadi.com's email policy.

We use email extensively to help you find your partner match on USAShaadi.com. Our main email products and services include:

- Member responses to your profile;
- Partner matches for you; and
- Newsletters updating you of the latest features on our site.

Occasionally, we may also send you:

- Announcements of special events which USAShaadi.com is associated with; or
- Special offers from partner sites, which we believe are useful for you.

As a USAShaadi.com member, you are automatically subscribed to all of the above, as an integral part of our matchmaking services to you. However, at any time, you may choose to manage your subscriptions to one or more of the above.

We reiterate that we will never sell / rent out your email address to any third party, unless you expressly permit us to do so. In fact, we do not allow ANYONE to see your email address, not even other USAShaadi.com members.

Your friend's email address: Throughout USAShaadi.com, you have the option to send interesting profiles / articles to your friends. Do make full use of this option, because your friends are also covered by USAShaadi.com's spam-free privacy policy. We will use your friend's email address only to send your message to them. Then they will never ever hear from us again unless they voluntarily subscribe to our services.

4. Tell me about links with other sites.

USAShaadi.com may contain links to other websites. Please be aware that USAShaadi.com is not responsible for the privacy practices of other Web sites. We encourage you to be aware of this when you leave our site, and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by USAShaadi.com.

5. Tell me about Cookies.

USAShaadi.com may use cookies to deliver various services and to keep track of your personal preferences. A cookie is a small text file that can be entered into the memory of your browser to:-

- help a website recognize repeat users;
- facilitate the user's ongoing access to and use of the site;
- allow a site to track usage behavior;
- compile aggregate data for content improvements; and
- undertake targeted advertising.

If you do not want information collected through the use of cookies, most browsers contain a function that allows a user to deny the cookie feature. You can also delete cookie files from your computer at your discretion. Please note that the use of cookies is a necessary part of the USAShaadi.com technology and is necessary if you wish to access USAShaadi.com. Disabling the cookie feature on your browser or deleting cookie files from your computer will render you unable to access certain features on USAShaadi.com and participate in its services. Cookies may also be necessary to provide the user with certain features such as customized delivery of information. Consequently cookies we serve are tied to the user's information.

We do not and will not use cookies to collect private information from you! Please note that cookies are used only to recollect information sent to your computer from USAShaadi.com. We CANNOT access any information not sent by USAShaadi.com.

Some of our business partners may use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

6. Do all visitors have to pay?

NO, All visitors to our site may browse the site, search the ads and view any articles or features our site has to offer without entering any personal information or paying money.

7. Tell me about USAShaadi.com policy on correcting, updating or removing personal information.

USAShaadi.com allows you to modify or remove both public and private information from our database.

8. How will I know of changes in USAShaadi.com privacy policy?

If we change our privacy policy, we will prominently post a link to those changes on our Homepage so you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner materially different from that stated at the time it was collected, we will notify you by way of an email. We will give you a choice as to whether or not we can use information in this different manner and act accordingly.

9. Tell me about security of my personal information.

USAShaadi.com takes every precaution to protect your information, both online and offline.

When our registration/order process asks you to enter sensitive information (such as a credit card number), such information is encrypted and is protected with the best encryption software in the industry - SSL.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect your information offline. All your information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, a billing clerk or a customer service representative) are granted access to personally identifiable information.

We have also done everything in our power to prevent misuse of photographs. Apart from not allowing photographs to be downloaded or copied, we have watermarked them with the USAShaadi.com logo. This acts as a further deterrent for illegal use elsewhere.

If you have any questions about the security at our website, please email us.

11. Tell me how to contact USAShaadi.com.

If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, please email us contact us at.

**USA Shaadi Bureau
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