

## **PRIVACY POLICY**

UTDB is committed to its esteemed user's privacy and security and to take steps designed to secure personal and financial information and to make all reasonable endeavours to keep the detail secure and private. As a general rule, this website does not collect Personal Information about you when you visit the site. You can generally visit the site without revealing your Personal Information, unless you choose to provide such information.

UTDB is committed to maintain the trust and confidence of visitors to the website **WWW.UTTARASTAYS.COM** Users may access or/and download the information or material outlined on **WWW.UTTARASTAYS.COM** only for personal and non-commercial use. The unauthorized use/ illegal use of the website is strictly prohibited.

UTDB's portal may use social media networks such as Facebook, Twitter etc. to share our information/videos for better convenience of the general public at large..

### **Site Visit Data**

This website records your visit and logs the following information for statistical purposes such as, your IP address, type of browser you use, type of operating system, date and time you access the site, webpages you have accessed, dates downloaded etc. This information may be used to track aggregate traffic patterns.

UTDB website does not automatically capture the specific personal information from you, (like name, phone number or email address), that allows us to identify the end user individually.

### **Cookies**

This site uses cookies to give you a personalized experience on the website and ensure that it is functioning effectively. In order to identify your interest in our products, and to track the effectiveness of advertising served by us, such cookies are used. This website does not collect any personal information during this process.

### **Browser Control**

Majority of the browsers will allow you to see what cookies you have, and delete them on an individual basis or block cookies from any particular or all websites. Basically, cookies allow ease of access, by logging you in without having to type your login name each time.

We may also use such cookies to display any advertisement(s) to you while you are on the Website or to send you offers (or similar emails - provided you have not opted out of receiving such emails) focusing on destinations which may be of your interest.

You should be aware that if the cookies are deleted, any preference you have set will be lost which includes your preference to opt-out from cookies, as this itself requires an opt-out cookie to have been set. Also, this may also lead to unavailability of some services.

## **Automatic Logging of Sessions Data**

Each time you access this Website your session data gets logged. Session data may consist of various aspects like the IP address, operating system and type of browser software being used and the activities done by the User on the Website. We collect session data as it helps us analyse User's choices, browsing pattern including the frequency of visits and duration for which a User is logged on. It also helps us diagnose problems with our servers and lets us better administer our systems. The aforesaid information cannot identify any User personally. However, it may be possible to determine a User's Internet Service Provider (ISP), and the approximate geographic location of User's point of connectivity through the above session data.

## **Type of Information Collected**

**Registration on the Website:** This website records your visit and logs the following information for statistical purposes such as, your IP address, type of browser you use, type of operating system, date and time you access the site, webpages you have accessed, dates downloaded etc. This information may be used to track aggregate traffic patterns. We not automatically capture the specific personal information from you, (like name, phone number or email address), that allows us to identify the end user individually.

**Other information:** We may also collect some other information including but not limited to:

- Transactional history (other than banking details) about your e-commerce activities, buying behaviour.
- Data either created by you or by a third party and which you wish to store on our servers such as image files, documents etc.
- Information pertaining to any other traveller(s) for who you make a booking through your registered UTDB account. In such case, you must confirm and represent that each of the other traveller(s) for whom a booking has been made, has agreed to have the information shared by you disclosed to us and further be shared by us with the concerned service provider(s).

## **Use of Personal Information**

We may also use your Personal Information for several reasons including but not limited to:

- confirm your reservations with respective service providers;
- keep you informed of the transaction status;
- send booking confirmations either via SMS or Whatsapp or any other messaging service;
- send any updates or changes to your booking(s);
- allow our customer service to contact you, if necessary;
- customize the content of our website, mobile site and mobile app;
- request for reviews of products or services or any other improvements;
- send verification message(s) or email(s);
- validate/authenticate your account and to prevent any misuse or abuse.

## **Surveys**

We value opinions and comments from our Users and frequently conduct surveys, both online and offline. Participation in these surveys is entirely optional. Typically, the information received is aggregated, and used to make improvements to Website, services and to develop appealing content, features and promotions for members based on the results of the surveys. Identity of the survey participants is anonymous unless otherwise stated in the survey.

## **Marketing, Promotions and Research**

Marketing promotions, research and programs help us to identify your preferences, develop programs and improve user experience. Personal Information collected by us for such activities may include contact information and survey questions. We use such Personal Information for survey information to develop promotions and product improvements. As a registered User, you will also occasionally receive updates from us about discounts in a product, special offers, new UTDB services, other marketing programs, periodic marketing emails, newsletters and exclusive promotions offering special deals.

From time to time we may add or enhance services available on the Website. To the extent these services are provided, and used by you, we will use the Personal Information you provide to facilitate the service(s) requested. For example, if you email us with a question, we will use your email address, name, nature of the question, etc. to respond to your question. We may also store such Personal Information to assist us in making the Website the better and easier to use for our Users.

## **Use of Personal Information of the users**

UTDB will retain your Personal Information on its servers for as long as is reasonably necessary for the purposes listed in this policy. In some circumstances we may retain your Personal Information for longer periods of time, for instance where we are required to do so in accordance with any legal, regulatory, tax or accounting requirements.

**To our suppliers and Service Providers:** Your information shall be shared with the end service providers who are responsible for fulfilling your booking. You may note that while making a booking with UTDB you authorize us to share your information with the said service providers and suppliers. It is noted that UTDB does not authorize the end service provider to use your information for any other purpose(s) except as may be for fulfilling their part of service. However, how the said service providers/suppliers use the information shared with them is beyond the purview and control of UTDB as they process Personal Information as independent data controllers, and hence UTDB cannot be made accountable for the same. You are therefore advised to review the privacy policies of the respective service provider or supplier whose services you choose to avail.

UTDB does not sell or rent individual customer names or other Personal Information of Users to third parties except sharing of such information with our business / alliance partners or vendors who are engaged by us for providing various referral services and for sharing promotional and other benefits to our customers from time to time on the basis their booking history with us.

**Disclosure of Information:** In addition to the circumstances described above, UTDB may disclose User's Personal Information if required to do so by law, required by any enforcement authority for investigation, by court order or in reference to any legal process, to conduct our business, for regulatory, internal compliance and audit exercise(s), to secure our systems or to enforce or protect our rights or properties of UTDB or any or all of its affiliates, associates, employees, directors or officers or when we have reason to believe that disclosing Personal Information of User(s) is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities.

Such disclosure and storage may take place without your knowledge. In that case, we shall not be liable to you or any third party for any damages howsoever arising from such disclosure and storage.

### **Changes to Privacy Policy**

UTDB may change the terms and conditions and disclaimer set out above from time to time. UTDB also reserves its rights to change or amend its privacy policy as per the management policy norms or Government of India guidelines from time to time.

By browsing this portal the user accepts that he/she is bound by the current terms and conditions Privacy Policy and disclaimer and so the user checks these each time he/she revisits the Portal.

The information contained in this website has been prepared solely for the purpose of providing information about UTDB in public interest.