



**Skippo - Privacy Policy**  
**on End Consumer Data**

- 1.1 This Privacy Policy explains how Skippo collects personal and non-personal information, classified as mandatory or voluntary and uses, discloses and protects such information through the Platform. 'Personal Information' is data that can be used to uniquely identify or contact a single person/entity ("Personal Information"). Personal Information for the purposes of this Policy shall include, but not limited to, information regarding the client's/customer's name, address, telephone number, date of birth, gender, e-mail address, etc.
  
- 1.2 You and the customer may need to provide Skippo with Personal Information during the course of using some services of the Skippo, for instance, creating a User ID, provide information in Your account while registering on the Platform, or provide financial information while making an online purchase, upload content, participate in any online survey or contest, communicate with Skippo's customer service by phone, email or otherwise, provide

reviews for the content available on the App.

1.3 Skippo collects only such Personal Information that Skippo believes to be relevant and is required to understand the customer's interests. Skippo collects client's/customer's Personal Information in order to record, support and facilitate the participation in the activities the client/customer selects, track the preferences of the client/customer, to provide the client/customer with a customized App experience, to notify the client/customer of any updated information and new activities and other related functions offered by Skippo, keep the client/customer informed about latest content available on the App, special offers, and other products and services of Skippo, to assist the client/customer with customer service or technical support issues, to follow up with the client/customer, to otherwise support the client's/customer's relationship with Skippo or to prevent fraud and unlawful use.

1.4 In an effort to make our Platform effective, certain information may be collected each time the client/customer visits the App. Such information may be stored in server logs. These encrypted statistics do not identify the client/customer personally, but provide us the information regarding visit to the App and the type of user who is accessing our App and certain browsing activities by the client/customer. The duration of the client's/customer's stay on our App is also stored in the session along with the date and time of your access. This data is used by Skippo to understand the use and

number of user visiting the App. Some of the information related to the App and the client's/customer's visit to the App may be shared by the sponsors, investors, advertisers, developer, strategic business partners of Skippo and some associates in order to enhance and grow our business and the App but we assure that this information will never include any of the client's/customer's Personal Information.

- 1.5 We use third-party service providers to serve ads on our behalf on this App. They may collect anonymous information about the client's/customer's visits to our App, and the client's/customer's interaction with our products and services. No personally identifiable information is collected or used in this process. They do not know the name, phone number, address, email address, or any personally identifying information about the user.
- 1.6 Skippo also uses the log file like other App servers which is the standard measure. They include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. We use them to analyse trends, administer the site, track a user's movement and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information.
- 1.7 Skippo DOES NOT trade or sell the client's/customer's Personal Information in any manner, except as specified herein, or if express

consent is sought from the client/customer.

- 1.8 Personal Information provided by the client/customer is used only:
- a) to facilitate the client's/customer's use of the App;
  - b) to respond to the client's/customer's inquiries or fulfil their requests for information about the various services;
  - c) to provide the client/customer with information about Skippo's products/services and to send You information, materials, and offers from Skippo;
  - d) to send the client/customer important information regarding the Platform, changes to Skippo's terms, conditions, and policies and/or other administrative information;
  - e) to send the client/customer surveys and marketing communications that Skippo believes may be of interest to the client/customer;
  - f) to personalize the client's/customer's experience on the App and Skippo's other Apps by presenting advertising, products and offers tailored to the client/customer;
  - g) to help the client/customer address problems with the App including addressing any technical problems;
  - h) if the client/customer purchases any content or avails of any service from the App, to complete and fulfil the purchase, for example, to have the payments processed, communicate with the client/customer regarding the purchase and provide the client/customer with related customer service;

- i) for proper administering of the App;
- j) to conduct internal reviews and data analysis for the App (e.g., to determine the number of visitors to specific pages within the App);
- k) to improve the services, content and advertising on the App;
- l) to protect the integrity of the App; and
- m) to respond to judicial process and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law.

1.9 The client/customer acknowledges that apart from the Personal Information, if the client/customer uploads any content on the App, such content may contain information including Personal Information and the same may be available to the other users of the App. Skippo will not be liable for the disclosure and dissemination of such Personal Information to third parties.

1.10 Skippo may disclose aggregated information about the use of the App, but it will never contain Personal Information. Skippo does not disclose Personal Information to third parties in the normal course of operations. However, in situations when Skippo is legally obligated to disclose information to the government or other third parties, Skippo will do so.

1.11 The client/customer is required to submit certain information at the time of making an online purchase on the App. Skippo uses an

online payment gateway that is operated by a third party and the information that the client/customer shares with Skippo is transferred and shared with such third-party payment gateway operator. The said operator may also have access to the client's/customer's online purchase history/details that the client/customer makes from the App.

- 1.12 Extremely sensitive information like the client's/customer's credit-card/debit-card details are transacted upon secure sites of approved payment gateways which are digitally under encryption, thereby providing the highest possible degree of care as per current technology. The client/customer is advised, however, that internet technology is not 100% safe and the client/customer should exercise discretion on using the same.
- 1.13 Skippo implements standard measures to protect against unauthorized access to and unlawful interception of Personal Information. However, no internet site can fully eliminate security risks.
- 1.14 Skippo shall take all commercially reasonable measures to protect the information and to prevent its disclosure but Skippo shall not be liable for a breach of this Agreement or any other legal or equitable claim for any technical failure or for the release of confidential information if the release was the result of a 'cyberattack', 'hack' or

other intentional data security breach performed by a hostile third-party.