

Privacy Policy

Our Privacy Policy Summary

What do you do with the information I give you when I register?

We register users in order to protect our community and allow our Members to share comments, write reviews, save favorites and gain access to additional resources depending on which type of Member you are (child or parent). Once you register, we use cookies to keep track of your online interaction with our Site so we can welcome you back and personalize the Site for you.

If you opt-in to our newsletter, we also use this information to send you our newsletter.

What happens when my kid registers for your Site?

Our goal is to minimize the information gathered from and disseminated about kids under 13 while permitting them active participation in the trustworthy information, education and independent voice for which we are known.

We have strict limitations about what personal information can be collected and viewed about kids under 13, and how and when they can be contacted.

Do you give anyone my personal information?

We do not rent or sell your personal data. We do not share or disclose your personal data without your prior written consent

What happens when I sign up for your newsletter? When you opt-in for our newsletter we will add your email address to our newsletter distribution list.

You can unsubscribe from our email newsletter by updating your subscription selection in the “My Subscriptions” section of your account, clicking the “unsubscribe” link located at the bottom of all newsletters.

Contact us

You can contact us at: needhelp@shirsa.in

Our Detailed Privacy Policy

We are dedicated to protecting your privacy and handling any personal information we obtain from you with care and respect. The Shirsa Labs Privacy Policy (the “**Policy**” or the “**Privacy Policy**”) is designed to answer your questions regarding how we collect, protect, use and share information obtained through the Shirsa Labs website (www.shirsa.in, www.planetofgui.com and www.newspik.in), (the “**Site/s**”). We hope this information increases your confidence in Shirsa Labs and enhances your experience on our Site.

We encourage you to read this Policy before using the Site, and not to use the Site if you disagree with any part of this Policy. By using this Site or by clicking a box that states that you accept or agree to this Policy, you signify your agreement to the terms and conditions of this Policy.

I. INFORMATION THAT WE COLLECT ON THE SITE

Through the Site, you can be a part of an active and vibrant community of families interested in the impact of media on their children. Visitors who complete the membership process through our Site may become registered members (“**Members**”). Members can engage in a full range of activities on our Site, such as posting comments on articles, creating user reviews on media products, participating in surveys and polls, and saving favorites to a personal page.

A. Personally Identifiable Information

In this Policy, when we use the term “**Personally Identifiable Information**”, we mean any information that can be used to identify or contact a specific individual, such as the individual’s name, postal address, email address and telephone number. We collect different types of Personally Identifiable Information depending on whether you are a Non-Member or a Member, as explained below. Personally Identifiable Information does not include screen names (also known as member names, usernames or other online aliases) provided by our adult users in the course of registering with or using the Site.

Visitors to the Site may register and opt-in to receive the Shirsa Labs email newsletter by providing their email address (children under 13 cannot opt-in for this email newsletter). We also may collect Personally Identifiable Information through surveys or questionnaires. Your participation in surveys and questionnaires is entirely voluntary.

If you wish to become a Member, you must provide us with certain Personally Identifiable Information as part of the registration process, including email address, password and age range. If the Member is under the age of 18, we also ask for birthdate information.

If you wish to become a Member, you may optionally choose to provide us with certain personal information including first name, last name, gender, birthdate, city, state, pin code, and country of residence. If you are a parent or adult Member, you may also optionally choose to provide us with the

ages and gender of your children so we can personalize your experience on the Site and within our email newsletters.

Your screen name identifies you on the Site if you opt-out of using your name or do not provide us with that information. For instance, your screen name is included in your Profile that is viewable by other Members and is displayed with reviews and comments that you write. Since the screen name is viewable by others, we suggest that you NOT use your real name for your screen name or your password, in order to protect your privacy.

It is possible that Personally Identifiable Information and other data that you furnished through the Site may remain in our system (such as in backups of the Site's data), even if you are no longer a Member, and can be used by us in accordance with this Policy. PLEASE NOTE THAT WE ARE NOT RESPONSIBLE FOR THE USE BY OTHERS OF ANY PERSONALLY IDENTIFIABLE INFORMATION YOU DISCLOSE IN YOUR PROFILE OR ON PUBLIC-FACING AREAS OF THE SITE.

B. Cookies and Other Technologies

We and third parties who provide services to us may also collect certain information automatically when you visit the Site, such as the browser you are using (e.g., Safari, Internet Explorer, Chrome, Mozilla Firefox, etc.), the internet address from which you linked to our Site, the operating system of your computer (e.g., Microsoft Windows, iOS, Android, etc.), the unique IP address of the computer you used to access our Site and usage and browsing habits. We use this information to administer and improve your experience on our Site, to help diagnose and troubleshoot potential server malfunctions, and to gather broad demographic information. Some of these third parties may use this information for other purposes.

To help make sure you receive information that is relevant to you, our Site uses data "cookies," which are small data files stored on your computer and identify you as a previous visitor to the Site and help us to personalize your experience when you arrive. Most web browsers are set to accept cookies. You can instruct your browser not to accept cookies. However, if you disable this function, you will not be able to use some of the features on our Site.

Our web pages and our e-mail newsletters may contain "web beacons." Web beacons are small pieces of data embedded with images on pages of the Site or in emails, which allow us to collect information such as the number of users that have visited a web page or opened an email. We use web beacons to measure the effectiveness of our content and how visitors use our Site. This allows us to learn what pages are most attractive to our visitors, which parts of our Site are the most interesting and what kind of offers our visitors like to see.

C. Non-Personally Identifiable Information

Non-Personally Identifiable Information is aggregated information, demographic information, high-level location information, such as the browser language and country during the user session, and other information that does not reveal a person's specific identity. We may collect Non-Personally Identifiable

Information (e.g., interests, zip codes, etc.) when you voluntarily provide such information to us, such as through survey responses. Such information constitutes Non-Personally Identifiable Information because, unless combined with your name or other Personally Identifiable Information, it does not personally identify you or any other user.

Additionally, we may aggregate Personally Identifiable Information in such a manner that the end product does not personally identify you or any other user of the Site. For example, we might use Personally Identifiable Information to calculate the percentage of our Members who have a particular gender or age range. Such aggregate information is considered Non-Personally Identifiable Information for purposes of this Policy.

II. HOW WE USE INFORMATION COLLECTED ON THE SITE

A. How We Use Personally Identifiable Information

We use Personally Identifiable Information to process requests made through our Site, such as requests to receive our e-newsletters, requests for membership and questions or comments submitted through our Site. You may opt-out of receiving our e-newsletters at any time by updating your subscription selection in the “My Subscriptions” section of your account, clicking the “unsubscribe” link located at the bottom of all newsletters.

Fulfillment of Requests. We may use Personally Identifiable Information about you to fulfill the purpose for which such information was provided (e.g., to send newsletters to you or respond to your requests or inquiries).

Additional Communications. If you register to become a Member of our community or sign up to receive one of our e-newsletters, we may use the Personally Identifiable Information submitted in connection with your application to contact you with surveys or important communications regarding Shirsa Labs.

Membership. If you become a Member, we may use your Personally Identifiable Information to maintain and update your Profile and postings in our online reviews, surveys and polls. We may also use Personally Identifiable Information to send updates and communications to our Members, such as our e-newsletters, surveys and other important Shirsa Labs communications such as information regarding the Site or changes to our terms, conditions and policies.

Internal Operations and Analysis. We may also use Personally Identifiable Information about you for our internal business purposes, such as data analysis, audits and so forth.

B. How We Use Information Collected Via Cookies and Other Technologies

We use information collected via cookies, web beacons and other technologies to personalize your visit. With this data, we can provide content applicable to your general location and interests. We use this information to administer and improve your experience on our Site, to help diagnose and troubleshoot potential server malfunctions and to gather broad demographic information.

C. How We Use Non-Personally Identifiable Information

Because Non-Personally Identifiable Information does not personally identify you, we may use or disclose such information for any purpose. For instance, we may compile and share aggregate data about

the ages, geographic locations or other demographics of our Members, provided that this information does not personally identify any of these Members.

III. HOW WE DISCLOSE INFORMATION COLLECTED ON THE SITE

Except as expressly provided in this Policy, we will not share any Personally Identifiable Information about you without your prior written consent.

Profile Information. Each Member has a Profile on the Site, which includes the Member's name or screen name, Member photo, Member type, registration date, and links to the Member's posted reviews and comments. You can change any information from your Profile (except for your screen name) by logging into the Site and clicking the "My Account" or "My Profile" links located in your personal Account section.

Your Posted Reviews and Comments. If you post reviews, comments or ratings on our Site, the contents of those postings may be displayed on our Site along with your name (first name, and first initial of last name) or screen name, Member photo, Member type, and age (if under 18 years of age). The ages of your kids may also be displayed if you provide this information and allow it to be posted (this information can also be selected to remain private).

Third Party Service Providers. We work with third parties who provide services such as data analysis, payment or donation processing, order fulfillment, infrastructure provision, information technology services, email delivery services, and market research or third parties who provide other similar services to help improve our Site. We may share Personally Identifiable Information about you with third parties solely for the purpose of enabling these third parties to provide these services to us. These service providers are given access to Personally Identifiable Information needed to perform their functions, but are restricted from using the Personally Identifiable Information for purposes other than providing services for us.

Aggregate Data. We may share aggregated data collected via cookies, web beacons or other technologies with any vendors contracted to maintain the Site. Aggregated data also may be shared with our Board of Directors, funders and partners for various reasons, such as understanding how to increase the effectiveness of our services and the traffic and trends occurring on the Site.

Law Enforcement; Emergencies; Compliance. Notwithstanding any other provision of this Policy to the contrary, we reserve the right to disclose your Personally Identifiable Information to others as we believe to be appropriate, such as (a) under a requirement of applicable law, (b) to comply with legal process, (c) to respond to governmental requests, (d) to enforce our Terms of Service, (e) to protect our operations, (f) for assistance in fraud detection and prevention; (g) to protect the rights, privacy, safety or property of Shirsa Labs, you or others, (h) to permit us to pursue available remedies or limit the damages that we may sustain, and (i) in connection with a substantial business transaction, such as the sale of the Site, a merger, consolidation, asset sale or bankruptcy.

IV. CHILDREN'S PRIVACY

We recognize the need to provide further privacy protections with respect to children’s personal information that we may collect through the Site. When we intend to collect children’s personal information, we take additional steps to protect children’s privacy, including:

- Notifying parents about our information practices with regard to children;
- Limiting our collection of children’s personal information to no more than is reasonably necessary to participate in an online activity

V. IMPORTANT DISCLOSURES, PRACTICES AND CONTACT INFORMATION

Links: This Site contains links to third-party websites. Linked sites are not under the control of Shirsa Labs, and we are not responsible for the privacy practices or the contents of any such linked site, or any link contained in any linked site. We provide such links only as a convenience, and the inclusion of a link on the Site does not imply our endorsement of the linked site. If you provide any Personally Identifiable Information through any such third-party website, your transaction will occur on such third party’s website (not our Site) and the Personally Identifiable Information you provide will be collected by, and controlled by the privacy policy of, that third party. We are not responsible for the privacy practices or the content of these websites or any other sites linked to or referenced on our Site. We recommend that you familiarize yourself with the privacy policies and practices of any of our partners or any other third parties. **PLEASE NOTE THAT THIS POLICY DOES NOT ADDRESS THE PRIVACY OR INFORMATION PRACTICES OF OUR PARTNERS OR ANY OTHER THIRD PARTIES.**

Security: We have implemented reasonable administrative, technical, and physical security procedures to help protect the Personally Identifiable Information you provide to us. However, although we strive to protect your information, we cannot ensure or warrant the security of any information you transmit to us through or in connection with the Site. Despite our precautions, no system can completely guarantee that there will never be unauthorized access to your Personally Identifiable Information, and your use of the Site indicates that you are willing to assume this risk. If you have reason to believe that your interaction with us is no longer secure, you should immediately notify us of the problem by contacting us in accordance with the section below entitled “Contacting Us.” Please note that if you notify us by physical mail, this will delay the time it takes for us to respond to the problem.

Updating Your Personal Information: If your child and you are Members, you can update your Personally Identifiable Information at any time by accessing your account. To do this, just click on the “My Account” link.

Please note we are unable to update or delete any of your Personally Identifiable Information that has been shared with a third party as permitted in this Policy or with your consent. Also, please note that we may need to retain certain information for record keeping purposes, and there also may be some residual information that will remain within our databases and other records (such as in backups of the Site’s data), which may not be removed.

Changes to the Privacy Policy: We reserve the right to change this Policy, and any changes to our Policy will become effective upon our posting of the revised Policy on the Site. Use of the Site following such changes constitutes your acceptance of the revised Policy then in effect. If we make changes to this Policy we will take reasonable steps to alert users of the Site that the Policy has been updated.

VI. CONTACTING US

If you have any questions about this Policy, or the practices of this Site, please contact us at needhelp@shirsa.in.