

IP SIMPLIFIED PRIVACY POLICY

Last Updated: June 28, 2021

This privacy policy applies to all users of IP Simplified.

By using/browsing IP Simplified, clicking the “I accept/I agree” button or completing the registration process, you clearly agree and acknowledge that you have reviewed this privacy policy, given your consent and accepted this agreement.

INTRODUCTION

The issue of online privacy is extremely critical for IP Simplified which is committed to safeguarding the information provided by its users. IP Simplified is dedicated to creating a reasonably secured environment for its users.

Respecting privacy of its online users while providing top-of-the-line services have remained the core strategies for IP Simplified. Our Privacy Policy gives users an overview of the Privacy Practices followed by IP Simplified and assures them of safe usage of the website.

At IP Simplified, data protection is a matter of trust and your privacy is very important to us. We use your personal information only in the manner set out in this Privacy Policy. Please read this privacy policy to learn more about our information gathering and dissemination practices.

The privacy practices of this statement apply to our services available under the domain and sub-domains of IP Simplified, our software products/solutions (as listed on our portal) and apply generally to our parent, affiliates, subsidiaries or joint venture of IP Simplified. By visiting IP Simplified, you agree to be bound by the terms and conditions of this Privacy Policy.

This Privacy Policy explains how IP Simplified gathers personal information, classified as mandatory or optional as part of the normal operation of our services; and uses, discloses and protects such information through IP Simplified. This detailed privacy policy enables you to take informed decisions in dealings with us. Our parent, subsidiaries and joint ventures operate under similar privacy practices subject to the requirements of applicable law.

By registering with IP Simplified, you acknowledge your acceptance of the terms of this Privacy Policy, expressly consent to our use and disclosure of your personal information in accordance with this Privacy Policy and that any personal information provided by you through IP Simplified is provided under a lawful contract. This Privacy Policy is incorporated into and subject to the terms of the Terms of Service/User Agreement. **Please Note:** Our privacy policy is subject to change at any time without notice. To make sure you are aware of any changes, please review this policy periodically.

At the same time, IP Simplified would like to make it clear that it may provide links to other web sites/apps/APIs that are governed by their own Privacy Policies and IP Simplified does not take responsibility for the privacy/security provided by those sites/apps/APIs. Visitors/users of the IP Simplified are urged to familiarize themselves with its Privacy Policy as well the policies of the third party that collect personally identifiable information.

When you provide us with your personal data, you are clearly agreeing to the rules and regulations stipulated under our Privacy Policy and are bound by it. If you do not agree to our Policy, please do not use IP Simplified.

PRIVACY ASSURANCE

We promise that we will not sell, rent, trade, or otherwise make available your personal information to third parties for their marketing purposes without your explicit consent. From time to time, we may reveal general statistical information about the IP Simplified website and visitors, including but not limited to number of visitors, number and type of Offers/Promotions, software products/solutions and services purchased. Your trust and confidence are our highest priority.

THIS PRIVACY POLICY ADDRESSES THE FOLLOWING AREAS:

1. Online Processes and Types of Information Collected By IP Simplified
2. Use and Disclosure of Your Personal Information
3. Your Privacy Choices
4. Reasonable Security Practices and Procedures
5. Access or Change Your Personally Identifiable Information
6. Children's Privacy
7. Grievance Redressal and How to Contact Us

1. Online Processes and Types of Information Collected By IP Simplified

a. Processes

Users registering at the IP Simplified website may go through following processes:

- User registration
- User access to software products/solutions/services
- User's transaction processing

b. Personal Information

Users registering on the IP Simplified website are requested to provide some personally identifiable information (given in the below clauses) which can be shared, disclosed or distributed to third parties only in accordance with this Privacy Policy.

2. Use and Disclosure of Your Personal Information

IP Simplified will not sell, rent or publish such personally identifiable information collected. When you use IP Simplified, we may collect and store your personal information. We gather your personal information in order to record, to support and facilitate your participation in the activities you select, to track your preferences, to provide you with a customized experience, to notify you of any updated information and new activities and other related functions offered by IP Simplified, to keep you informed about latest content available on the IP Simplified, special offers and other products and services of IP Simplified, to assist you with customer service or technical support issues, to follow up with you after your visit, to otherwise support your relationship with IP Simplified or to prevent fraud and unlawful use. For the aforementioned purposes, we only collect such personal information that we consider relevant to understanding you or your interests. In general, you can visit the IP Simplified website without having to provide your personal information during which time you remain anonymous and at no time can we identify you unless you contact us or have an account on IP Simplified and log on with your user name and password. Once you provide your personal information, you are no longer anonymous to us.

The personally identifiable information is supplied voluntarily for some of the following purposes:

a. *Registration Data and Other Optional Information:* You will be asked to register through a registration link. During registration you will be requested to complete a registration form setting out basic online contact information about yourself. Such sensitive personal information shall include, but is not limited to, the following:

- Personal Information: name, address, e-mail ID, fax number or other contact details.
- Personal Banking information: Banking code, and Bank Account No.
- Business information: Name of entity, registration date, registration no, Banking code, Bank Account No, Location of business and contact details; and
- Other personal information as indicated from time to time on our online forms.

Further the fields are marked as mandatory or optional. You always have the option to not provide information by choosing not to use a particular service or feature on the IP Simplified website.

b. *E-mail information:* You agree and acknowledge that when we receive e-mails from you, we may retain the content of any e-mail messages sent to us, as well as details of your e-mail address. You further agree and acknowledge that IP Simplified shall use your email ID and phone number information for sending promotional messages from time to time.

If you send us personal correspondence, such as letters, or if other users or third parties send us correspondence about your activities or postings on IP Simplified, we may collect such information and place it into a file specific to you.

IP Simplified bears no responsibility for any auto-generated email you may receive from the IP-Org portal. Changes to email preferences can be made from your account. IP Simplified bears no responsibility for emails that are sent to unintended recipients.

Gmail

To access the email feature on IP Simplified we will ask to connect with a Gmail account. The App will only use access to:

- Write Gmail messages to send the messages in your name.
- Read Gmail message bodies (including attachments), metadata, headers, and settings to upload attachments on your application portal.

IP Simplified will not transfer this Gmail data to others unless doing so is necessary to provide and improve these features, comply with applicable law, or as part of a merger, acquisition, or sale of assets. We will not use this Gmail data for serving advertisements. We will not allow humans to read this data unless we have your affirmative agreement for specific messages, doing so is necessary for security purposes such as investigating abuse, to comply with applicable law, or for IP Simplified's internal operations and even then only when the data have been aggregated and anonymized.

IP Simplified's use of information received, and IP Simplified's transfer of information to any other app, from Google APIs will adhere to Google's Limited Use Requirements.

Disclosure of Anonymized Information: IP Simplified reserves the right to use and disclose anonymized information, aggregated information or publicly available information that has not been combined with nonpublic Personal Information for any

purposes including without limitation IP Simplified's internal use and research. However, IP Simplified will not disclose information, even in anonymized, aggregate, or derivative forms, that is made available by our connection to email providers such as Gmail, including API calls relating to checking, reading, or sending email, in accordance with the Additional Requirements for Restricted Scopes as specified by Google. When connecting to email providers such as Gmail, IP Simplified will only make use of the information necessary to render our service so that we can display our user interface and perform requested actions on your account.

- c. Cookies and APIs:* We use data collection devices such as "cookies" on certain pages to help analyze our web page flow, measure promotional effectiveness, and promote trust and safety. Third party Apps which are accessible from IP Simplified via links, click-through or banner advertising may use Cookies. However, it is important for us to inform you that we shall have no access or control over such Cookies and therefore you agree that we shall not be held responsible for privacy issues relating to third parties. **For additional information please visit the IP Simplified Cookie Policy.**

It is important for us to inform you that we will have limited control over the external APIs used and, therefore, you explicitly agree and acknowledge that we shall not be held responsible for any privacy issues relating to the same.

We may add facilities like message boards, chat room etc. in the future. If you choose to post messages on our message boards, chat rooms or other message areas or leave feedback for other users, we retain this information as necessary to resolve disputes, provide customer support and troubleshoot problems as permitted by law.

d. How We Use Your Information

We use your personal information to facilitate the services you request. We do not sell, rent, trade or exchange any personally-identifying information of our Users. We may provide your collected information to our affiliates and service providers under contract (such as customer care, data analytics) to support the operation of IP Simplified and our services. To the extent we use your personal information to market to you, we will provide you the ability to opt-out of such uses. We use your personal information to: resolve disputes; troubleshoot problems; help promote safe trading; collect payments; measure consumer interest in the services provided by us, inform you about online and offline offers, products, services, and updates; customize your experience; detect and protect us against error, fraud and other criminal activity; enforce our User Agreement(s), and in general to improve the user experience and make it comparable to other e-commerce websites; and as otherwise described to you at the time of collection. In our efforts to continually improve our product and service offerings, we may collect and analyze demographic, profile and usage data about our users' activity on our site/app.

We use your personal information to improve our platform, improve IP Simplified's content and product offerings, prevent or detect fraud or abuses of our IP Simplified website and tailor it to meet your needs, so that we can provide you with a smooth, efficient, safe and customized experience while using the site/app.

In the future, we may also use your personal information to display contents and services that are targeted to your interests. By accepting the User Agreement and Privacy Policy, you expressly agree to receive this information. If you do not wish to receive these

communications, we encourage you to opt out of the receipt of certain communications in your account under Settings, My Profile, or by clicking the unsubscribe button in any email communication. You may make changes to your profile at any time.

e. With Whom We Share Your Information

Your personal information is an important part of our business and we are not in the business of selling it to others. IP Simplified shares your personal information only to categories of persons that are either subject to this Privacy Policy or follow practices at least as protective as those described in this Privacy Policy **as more particularly described below:**

i. Internal Service Providers

We may employ third parties services to facilitate or outsource one or more aspects of the business, product and service operations that we provide to you on IP Simplified (e.g., bill collection, affiliate and rewards programs) and therefore we may provide some of your personal information to these internal service providers. These internal service providers are subject to confidentiality agreements with us and other legal restrictions that prohibit their use of your personal information for any other purpose except to facilitate the specific outsourced service. In the event of your direct involvement with the internal service provider, any additional information disclosed by you to them shall be subject to internal service provider's own applicable privacy policy and you agree and acknowledge that IP Simplified shall not be responsible for the same.

ii. Other Corporate Entities

We share much of our data, including personal information about you, with our parent, affiliates, subsidiaries, and joint ventures that are committed to serving your online needs and related services. To the extent that these entities have access to your personal information, they remain bound by the existing Privacy Policy. As we continue to develop our business, we might sell or buy stores, subsidiaries or business units. In such transactions, the personal information of customers generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Policy.

iii. Legal Requests

We cooperate with law enforcement and regulatory inquiries, as well as other third parties to enforce laws, such as: intellectual property rights, fraud and other rights, and to help protect you and the community from bad actors. Therefore, in response to a verified request by law enforcement or other government officials relating to a criminal investigation or alleged illegal activity, we may (and you authorize us to) disclose some of your personal information as is reasonably necessary to respond to subpoenas, court orders, or other legal process. We may disclose personal information to law enforcement offices, third party rights owners, or others in the good faith belief that such disclosure is reasonably necessary to enforce our Terms or Privacy Policy; respond to claims that an advertisement, posting or other content violates the rights of a third party; or protect the rights, property or personal safety of our users or the general public.

3. Your Privacy Choices

IP Simplified gives you the choice regarding the collection and usage of your personally identifiable information. Further, once you are registered at the IP Simplified website, you will have the option at any stage to inform us that you no longer wish to receive future e-mails and you may “unsubscribe” by contacting on unsubscribe link. Further, you have an option to withdraw your consent for use of your sensitive personal data given earlier to us. Such withdrawal of consent shall be sent in writing to our registered address.

4. Reasonable Security Practices

Access to your personal account online is password protected. We will not release your account password to any person. In the event that you forget your password, you may generate an online request for resetting your password by e-mail from your registered e-mail address or the forget password link on the login page.

IP Simplified has implemented stringent, internationally acceptable standards of technology, managerial security, technical security, operational security and physical security in order to protect personally identifiable information from loss, misuse, disclosure, alteration or destruction. The data resides behind a firewall, with access restricted to authorized personnel of IP Simplified.

IP Simplified has implemented “Reasonable Security Practices and Procedures”. By complying with such provisions, IP Simplified assures you proper care and control over its I.T. and Security operations and therefore you agree that IP Simplified shall not be held responsible for any activity in your account which results from your failure to keep your own password/device secured.

By using this site/app, you agree that IP Simplified shall not be held responsible for any uncontrollable security attacks and in such cases you agree that IP Simplified shall not be held responsible for any type of financial losses, loss of opportunity, legal cost, business losses, reputation loss, direct and indirect losses that may occur to you.

You further agree that IP Simplified's management shall not be held responsible directly or indirectly for any cyber-crime related criminal liabilities relating to your information as you have agreed and acknowledged that management of IP Simplified complies with due diligence (care and controls) requirements.

5. Access or change your personally identifiable information

To protect your privacy and security, we will verify your identity before granting access or making changes to your personally identifying information. If you have registered your profile on IP Simplified, your registered user ID and Password are required in order to access your profile information.

6. Child Privacy

We do not knowingly collect personal information from individuals who are under the minimum required ages specified herein. You must be at least 16 years old or the age of majority in your jurisdiction, whichever is greater, to use our services. Individuals under the applicable age may use our services only through a parent or legal guardian's account and with their involvement. If you are a parent or legal guardian who believes your child has provided personal information to IP Simplified without your consent, you may ask us to delete such information by contacting us at ip@ipsimplified.com.

7. Grievance Redressal and How to Contact Us

If you have any questions or grievances regarding the privacy statement, practices of the site/app, or any other transaction issue, please contact our grievance officer at:

ip@ipsimplified.com

or,

IP Simplified Technologies L.L.P.
2000 Duke Street, Suite 300
Alexandria, Virginia, 22314, USA.

Any disputes that arise from the use of the site or app will be governed under the laws of the State of Virginia.