

## ONLINE PRIVACY POLICY

Online registration may require clients to give us contact information (like their and e-mail address), unique identifiers (like their PAN Number) and demographic information (like their address pin code), income level, age etc. Unique identifiers (such as PAN numbers) are collected to verify the user's identity. Profile and Demographic data may also be collected at the Web Site. Axis Securities Limited (ASL) shall use this data to structure the visitor's experience at the Web Site, showing them information/content that ASL think the visitors may be interested in, and displaying the content according to their preferences. ASL can share aggregated demographic information with its associates/affiliates/ group companies / advertisers /vendors. This may / may not be linked to any personal information that can identify any particular individual user. When the user signs up for any services provided by the above parties, ASL may share names, contact information etc that is necessary for the third party to provide these services. These parties shall not be allowed to use personally identifiable information except for the purpose of providing these services. Information relating to the specific transactions being entered into by users of the Websites shall be kept strictly confidential by ASL. Client account and transaction information is protected by placing it in the secure portion of the Web site. ASL uses client's personal information to provide better customer services and products. ASL will not disclose the personal information of the client to any external organisation unless ASL have client's consent or is required by law or have previously informed by the client. However security and confidentiality of information cannot be guaranteed always. Despite best efforts to protect client's personal information, ASL cannot warrant the security of any information transmitted to ASL through online services. Transmission of personal information is done by the client at his own risk & consequences. As a matter of convenience of the user, ASL website may provide links and hyperlinks to third party advertisements as well as provide links and hyperlinks to external sites. The listing of an external site does not mean endorsement of such site by ASL. ASL does not make any representations regarding the performance and availability of the Service or any of the external sites, which could be provided. If the client click on any sponsor link, advertising banner, or other external link from the website, he may automatically be directed to a new third party website/browser that is not controlled or hosted by ASL and ASL will not be responsible for the terms of use, content, privacy policies etc of such third party website/ browser. ASL may additionally collect and track Non-Personal Information about client's visit including the domain name and the name of the web page from which the client use the Service, time spent on each of ASL web pages, the Internet Protocol (IP) address associated with client's computer, operating system and platform, pages viewed, transaction history, information searched, access time etc. ASL will use this information for the purpose of improving the performance and operations of its Service and attract listings and advertisers for its website/Service. Please note that this privacy policy does not create any contractual or other legal rights in or on behalf of any party, nor is it intended to do so.