

## Locobuzz Privacy Policy

Locobuzz Solutions Private Limited and its affiliated entities ("**Locobuzz**") are dedicated to ethical practices and prioritize the protection of Your Personal Information. With a foundation built on integrity, client focus, and care, data privacy is embedded in Our business, shaping how We make decisions, develop products, and drive innovation, with an unwavering commitment to privacy and respect.

This Privacy Policy ("**Policy**") aims to clearly outline the types of Personal Information We collect, how We gather it, and the ways We use this information when You interact with Our Website or engage with the Locobuzz team. Our Services are designed exclusively for corporate clients, rather than personal, family, or household use. Therefore, all Personal Information is treated as data related to individuals acting on behalf of their businesses. This Policy also explains the potential outcomes if consent is withdrawn or withheld, ensuring that users understand their rights.

We encourage regular review of this Policy and welcome inquiries or concerns at [privacy@locobuzz.com](mailto:privacy@locobuzz.com).

### Scope of this Policy and Locobuzz's Role

- a. This document details how We handle Your personal data upon interaction with Locobuzz, including engagements with Our team or use of Our Services and Website. It applies to personal data collected during interactions, whether through Website use, service inquiries, purchases, registrations, or logins. On Our Website, Locobuzz serves as the data controller, managing the processing of Your personal data.
- b. This Policy does not apply to data processed on behalf of Locobuzz's clients, where clients are the data controllers, and their privacy policies govern the processing of data within Our Services or through public sources via Our Services. Details on Locobuzz's role as a service provider and processor are outlined in the 'Locobuzz's Role as a Service Provider and Processor' section.
- c. Moreover, this Policy does not cover data processing when navigating to external sites via Our Website. External sites have their own terms and privacy policies, which govern their data handling practices. Locobuzz is not responsible for the practices of these third-party sites.

### Use of YouTube API Services

Our Services integrate with YouTube API Services. By using our Services, you agree to be bound by the [YouTube Terms of Service](#) and [Google Privacy Policy](#).

Upon request for data removal, users can revoke the API Client's access to their data via the Google security settings page at [Google Security Settings](#).

### Linking Your YouTube Account

Linking your YouTube account to the Social Media Management Solution involves using YouTube's API connection. You can revoke the Social Media Management Solution's access to this data through the Google security settings page, here: [Google Connections](#).

## Google User Data Access and Use

Our application accesses certain Google user data through Google APIs to provide our **email-ticketing services**. Specifically, we access:

**Gmail Data:** Email messages, metadata (sender, recipient, subject, timestamps), labels, and thread information to convert emails into support tickets and enable response management

**Profile Information:** Your primary Google Account email address and basic profile information for account identification and service personalization

**Contact Information:** Your Google contacts (read-only) to assist with email address autocomplete when responding to tickets

### **This data is used solely to:**

Convert incoming emails into support tickets within the Locobuzz platform

Enable customer service representatives to respond to tickets via email

Organize and categorize email communications through labeling systems

Provide analytics and reporting on customer communication patterns

We do not use this data for any other purpose beyond providing our core ticketing and customer support services, nor do we share it with third parties except as required to provide our services or as outlined in this privacy policy.

## AI Interaction with Google Data

Our AI/ML models may process Google user data obtained through Gmail APIs to:

Automatically categorize and prioritize incoming emails

Generate suggested responses for customer service representatives

Extract relevant information to populate ticket fields

Analyze communication patterns for service improvement insights

All AI processing is performed in accordance with Google's data use policies and is limited to the minimum necessary to provide our email-to-ticketing services.

## Compliance with Google's Limited Use Policy

Locobuzz's use and transfer of information received from Google APIs will adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements.

## Acceptance of this Policy

a. These Terms of Service (“Agreement”) govern your utilization of Locobuzz’s services. By accessing or using our services, you hereby agree to comply with this Agreement. This Agreement is subject to periodic revisions. By using Locobuzz’s Services, Customers agree to its privacy Policy, terms of use,

and any additional terms outlined in their agreements with Locobuzz. If your use includes processing data from European or Indian individuals, you may need a Data Processing Addendum. You may view it [here](#).

- b. You are required to keep any Non-public Information about Locobuzz confidential.

## Definitions

To make this Policy concise and to avoid repetition, We will use the following terms (these terms will apply whether used in a singular or plural and upper case or lowercase).

- a. **“Content”** shall refer to any information or data that is uploaded, downloaded, or otherwise appears on our services, including but not limited to text, images, photographs, videos, audio recordings, and documents.
- b. **“Cookies”** shall mean small text files containing a string of alphanumeric characters that We put on Your computer or device and other similar tracking technologies (like web beacons, pixels, tags, and scripts) to uniquely identify Your browser and to gather information about how You interact with the Website.
- c. **“Customer”** means any organization or business that is a client of Locobuzz, has purchased Locobuzz’s Products and/or Services, and has authorized its users to engage on the Locobuzz Platform.
- d. **“Customer Content”** shall mean Content provided by you or your authorized users.
- e. **“Mentions”** refer to the Content from third parties obtained from social networks on your behalf.
- f. **“Non-public Information”** refers to any information that is not readily available to the general public. This includes, but is not limited to, confidential business plans, financial data, proprietary software, trade secrets, internal reports, client lists, and other sensitive or proprietary information that Locobuzz has not disclosed to the public.
- g. **“Our Products”** or **“Our Services”** or **“Our Platform”** refer to Locobuzz’s comprehensive suite of Customer experience management solutions, including products, modules, platform, services, as well as demos and trials, designed for social engagement. These offerings enable customers to connect with, engage, and service their clientele using publicly available online data. We also provide support services like enablement, success management, transformation, analytics, and moderation to meet Our customers’ diverse needs. The term **“Products”**, **“Platform”** and/or **“Services”** within this Policy shall mean all elements of Locobuzz’s offerings and any future versions or updates.
- h. **“Personal Information”** means information that relates to an identified or identifiable individual collected on our website.
- i. **“Third-Party Services”** refer to the services that are not provided by Locobuzz but are accessible through our platform, including social networks such as Twitter, Facebook, LinkedIn, and Instagram.

j. “We” “Us” “Our” or “Locobuzz” means Locobuzz, Marwah House, 202, Krishanlal Marwah Marg, Marol, Andheri East, Mumbai, Maharashtra 400072 and Our affiliated or group companies. k. “Website” means [locobuzz.com](https://locobuzz.com)

l. “You” or “Your” means refers to the individual reading this, their organization, or the individual whose Personal Information is being processed, as well as the user engaging with or employing the Website, or the organization, or other legal entity on behalf of which such user is utilizing the Website, as applicable.

## **Our Services**

a. You agree to:

i. Use the services strictly for business and professional purposes. ii. Be at least 18 years old or legally able to enter into a binding agreement. iii. Comply with this Agreement and all applicable laws. iv. Ensure anyone using your account complies with this Agreement.

b. Our services interface with social networks and are contingent upon their availability and Modifications to social network APIs may affect the functionality of our services, and we disclaim any liability for such changes.

c. You are required to comply with all applicable laws and our acceptable use policy. We reserve the right to remove content or suspend accounts that violate these terms.

d. You are responsible for all Customer Content. We may review, filter, or remove content but are not obligated to do so.

e. Your use of third-party services is at your own risk, and we disclaim any responsibility for their content or actions. You must adhere to all terms and conditions of the third-party services.

## **Our processes in relation to handling your data**

Locobuzz gathers personal information through various means: directly from your interactions on our website or with our team (like service inquiries, subscriptions, event participation, and account-related information), automatically through website navigation (tracking service usage patterns, device and location data, and cookie-generated information), and from third-party sources (social media interactions, connected third-party applications, partners, and publicly available data). This data collection supports personalized service delivery and improved user engagement.

### **a. How do we collect your data?**

#### **Use of Cookies and Similar Technologies**

Locobuzz employs cookies and related technologies to identify Your browser uniquely and gather data on Your interaction with Our Website. These technologies help in providing, securing, and optimizing Our

Website. You may exercise control over your cookie preferences and manage them in accordance with your choices on our website.

We use the following types of cookies to collect Your data:

- i. Necessary cookies are essential for the basic functions of this site, like secure log-in and managing consent settings, without storing identifiable personal information.
- ii. Functional cookies enhance usability by enabling features such as social media content sharing, feedback collection, and integration of third-party services.
- iii. Analytics cookies gather data on user interaction, providing insights into visitor numbers, engagement, and traffic sources to improve site performance.
- iv. Performance cookies focus on analyzing website efficiency, aiming to enhance user experiences by tracking performance metrics.

#### **b. How do we use and safeguard the personal information gathered through the website?**

Locobuzz uses your information to enhance user experience, tailor communications about services and promotions, and employ analytics tools to improve our website's design and content through insights into traffic and user interactions. We prioritize the protection of your personal data through comprehensive security measures, including SSL encryption and secure database storage, while adhering to principles of transparency, accuracy, and controlled sharing. Your explicit consent is sought for sensitive data, with opt-out options available for other information. Our practices ensure data is used for its intended purposes, protect against unauthorized access, and require your explicit approval for any external sharing, affirming your rights to manage and delete your data in line with our privacy commitments.

#### **c. Do we share your data with anybody else?**

Locobuzz values your privacy, hence we do not sell, trade, or transfer your personal information to outside entities, except under specific circumstances. These include sharing with trusted third-party service providers who assist in our website's operation, business management, or user service, provided they maintain confidentiality. Additionally, we may disclose your information to meet legal obligations

, enforce our site policies, or protect rights and safety. We also share non-personally identifiable data for marketing or advertising purposes, ensuring personal privacy is safeguarded.

For detailed insights on our data processing practices (on behalf of Our clients), please refer to the section *“Locobuzz’s Role as a Service Provider and Processor.”*

The Locobuzz Mobile App, available on the Google Play Store, is designed exclusively for Our customers. Non-customers are advised to uninstall the app.

#### **Intellectual Property Rights**

- a. All content, trademarks, service marks, logos, and other intellectual property displayed on the Locobuzz website and services are the property of Locobuzz or its licensors. You are not granted any rights or licenses to use any trademarks, service marks, logos, or other intellectual property without the

express written consent of Locobuzz. Unauthorized use of any intellectual property is strictly prohibited and may result in legal action. All rights not expressly granted herein are reserved by Locobuzz.

b. You retain ownership rights to your Customer Content; however, by using our services, you grant Locobuzz a license to use it for the purpose of providing our services. Any feedback you provide may be used by us without any obligation. Locobuzz retains all rights to our services and content.

### **Your Privacy Rights and Options**

a. Under the applicable data protection laws in your location, you have the right to access, delete, limit, or withdraw consent for your personal data. To opt out of marketing communications, simply click “unsubscribe” in emails. Optional data provision is at your discretion, impacting only certain features, while essential information is required for specific services. You retain the right to verify, access, correct, or delete your personal information, with limitations to preserve privacy or meet legal requirements. We conduct regular self-assessments to ensure compliance and welcome feedback.

b. These rights can be conveniently exercised by emailing [privacy@locobuzz.com](mailto:privacy@locobuzz.com) for access, corrections, or concerns, including assistance with rights outside the jurisdiction.

### **Data Privacy for Minors**

Our operations, including Our Website, do not target minors. We are committed to upholding minors’ privacy online, adhering to relevant legislation. Should We inadvertently collect data from individuals under 18, We will either delete this information promptly or inform the customer involved.

### **Locobuzz’s Role as a Service Provider and Processor**

As a data processor, Locobuzz commits to data security and processing as per agreements with customers, who maintain control over their data. Locobuzz helps businesses aiming to elevate customer experience through advanced social media content oversight. Our Platform provides powerful monitoring dashboards that track keywords, influencers, and competitors, facilitating dashboard sharing to boost operational efficiency. We prioritize indexing publicly accessible information across major social media and digital channels, respecting user privacy settings. Key features of Locobuzz include Analytics, Audience, Engagement, Listening, Governance, and Integration, empowering customers to refine brand performance, streamline engagement, and foster conversations, among other capabilities.

For detailed insights on our data processing practices (on behalf of Our clients), please refer to the section “Locobuzz’s Role as a Service Provider and Processor” on our website.

### **Payment Terms**

Payment is required for all services purchased. Free trials may necessitate providing a payment method, and you will be automatically charged after the trial period unless canceled.

### **Cancellation and Termination**

You have the option to cancel your services at any time; however, you are responsible for payment for the remaining term. We reserve the right to suspend or terminate your account for violations of this Agreement without providing a refund.

### **Disclaimers and Limitation of Liability**

Our services are provided on an “as is” basis without warranties. We shall not be held liable for any indirect, incidental, or consequential damages.

### **Dispute Resolution**

This Agreement shall be governed by and construed in accordance with the laws of India. Any dispute arising out of or in connection with this Agreement, including any question regarding its existence, validity, or termination, shall be referred to and finally resolved by arbitration in Mumbai, Maharashtra, India, in accordance with the Arbitration and Conciliation Act, 1996, as amended or replaced from time to time.

### **Notices**

Any notice required or permitted under this Agreement must be in writing to be considered properly given. Notice is deemed effective: (1) upon personal delivery, (2) when sent by registered or certified mail with postage prepaid and return receipt requested, upon receipt, (3) when sent by email and the sender receives a delivery receipt notification, or (4) when sent through our platform and made available to you. Notices to Locobuzz should be sent to its registered address, while notices to you should be sent to the contact information provided during registration or as updated subsequently.

### **Entire Agreement**

This Agreement constitutes the entire agreement between you and Locobuzz regarding your use of our services.

### **DND Compliance**

By registering on Our website, You agree to receive informational communications about products and Services through Our telemarketing efforts. Locobuzz commits to complying with tele-calling and telemarketing laws, following regulations set by authorities like TRAI, including DND policies and other relevant Indian Government directives.

### **Online Privacy Policy Only**

This online privacy Policy applies only to information collected through Our Website and not to the information collected offline.

### **General Amendments and Updates to this Privacy Policy**

This Privacy Policy may be amended from time to time consistent with applicable laws. Locobuzz will provide notification of changes to this Privacy Policy through Our Website. Locobuzz reserves the right to

modify, add, or remove features of the services at any time without notice. We are not liable for changes or discontinuation of any service features.

### **Social Media Provider Terms**

You must comply with the terms of all social media providers you use with our services, including [Google Privacy Policy](#) and [YouTube Terms of Service](#). By using Locobuzz services, you agree to these terms.

For further details and updates, visit our [Terms of Service](#).

*At Locobuzz, we are fully committed to ensuring compliance with the General Data Protection Regulation (GDPR). If you have any questions, concerns, or require further information about our data protection practices, please contact our Chief Data Officer, Vidyasagar Parivelli at [privacy@locobuzz.com](mailto:privacy@locobuzz.com) or by mailing to Locobuzz Private Ltd, 2nd Floor, Marwah House, Krishanlal Marwah Marg, Andheri (East), Mumbai, Maharashtra, India, 400072. Your privacy and data security are our top priorities.*