



PRIVACY POLICY

Neo Cable Industries is committed to protecting your privacy. This Privacy Policy ("Policy") describes our practices in connection with information privacy on Personal Data we process through your individual use on our website.

What Personal Data We Collect

To deliver our services, we require certain Personal Data from you. Failure to provide this information may prevent us from offering our products or services.

1. Information You Provide Voluntarily

Account or Profile Data: When you create an account with us, we may collect your name, contact details (such as email address, phone number), username, and login credentials. We may also gather additional information, such as your nickname, profile picture, country code, language preference, or time zone.

Feedback: If you use feedback or suggestion features, we collect your email address, phone number, and feedback content to address issues and resolve device problems promptly.

2. Information We Collect Automatically

Device Information: When interacting with our products, we automatically gather data such as your device's MAC address, IP address, wireless connection details, operating system version, app version, push notification identifier, log files, and mobile network information.

Usage Data: We collect data on your interactions with our sites and services, including visits, clicks, downloads, messages sent/received, and other usage metrics.

3. Location Information

We may collect precise or approximate geo-location information when you use specific products or services.

Purposes and Legal Basis for Processing Personal Data

We process your information for the following purposes:

1. **Providing Services:** We use your account and profile data, device

information, usage data, location data, and smart device information to deliver the products and services you have requested.

2. Improving Services: We process device information, usage data, location data, and smart device information to ensure product functionality and safety, enhance our products and services, analyze operational efficiency, and prevent or address fraudulent activities.

3. Non-Marketing Communication: We use your personal data to send important updates about our services, changes to terms, conditions, and policies, and other administrative information. These communications are essential, and you cannot opt out of receiving them. This processing is necessary to perform our contract with you as specified in our Terms of Use.

4. Marketing Communication: We may use your personal data to send you marketing and promotional materials about our products and services. Each communication will include an option to opt out of future messages of this kind. This processing is based on your consent. If you choose to participate in our promotions, we may use your data to manage these activities.

5. Personalization: We process your account and profile data, usage data, and device information to personalize product features

and provide tailored services, such as recommending relevant products and inviting you to participate in surveys. This processing is based on your consent.

6. Legal Compliance: We may process your personal data as necessary to: (a) comply with applicable laws and regulations; (b) adhere to legal processes; (c) respond to requests from public and government authorities; (d) enforce our terms and conditions; (e) protect our operations, business, and systems; (f) safeguard our rights, privacy, safety, or property, and that of other users; and (g) pursue legal remedies or mitigate potential damages.

Who We Share Personal Data With

At *Neo Cable Industries*, we share your Personal Data only as described below:

1. Service Providers: We may share your data with third-party service providers that perform business functions for us, such as website hosting, data analysis, payment processing, IT services, customer support, and email delivery.

2. Customers and Business Partners: We may share your data with customers and business partners who provide you with smart devices or networks and systems you use to access our sites and

services.

3. Business Transfers: In the event of a reorganization, merger, sale, joint venture, transfer, or other changes involving our business or assets (including in bankruptcy proceedings), we may transfer your data to new owners. You will be notified by email or a prominent notice on our website regarding any changes in ownership, new uses of your data, and your options.

4. Legal and Safety Requirements: We may disclose your data as necessary to: (a) comply with laws and regulations; (b) respond to legal processes; (c) address requests from public and government authorities; (d) enforce our terms and conditions; (e) protect our operations, business, and systems; (f) safeguard our rights and those of users, including you; and (g) pursue legal remedies or limit potential damages.

You may:

- Request access to the Personal Data we hold about you.
- Request correction of any inaccurate or incomplete Personal Data we have about you.
- Request the deletion of your Personal Data.
- Request restrictions on our processing of some or all of your Personal Data, either temporarily or permanently.

- Request the transfer of your Personal Data to you or a third party if we process it based on your consent or a contract with you, and if the processing is automated.
- Opt-out of or object to our use of your Personal Data if it is based on your consent or our legitimate interests.

Data Retention

We retain your Personal Data only for the duration necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is legally required. The retention period is determined based on the nature, amount, and sensitivity of your Personal Data. Once the retention period expires, we will securely dispose of your Personal Data. If we are unable to delete the data due to technical constraints, we will implement measures to prevent further use of your data.

Changes to this Privacy Policy

We may update this Privacy Policy to reflect changes in our information practices. Significant changes will be communicated to you via email (to the address specified in your account). We recommend that you review this page regularly for the most current information on our privacy practices.

Contact us

For any questions regarding our practices or this Privacy Policy, please reach out to us at:

Neo Cable Industries

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Email: palicabwire@gmail.com

ROHIT AND SIDDHARTH

MANAGERS

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