

MACH IQ Privacy Policy:

Updated on – 22 July 2020.

Effective from – 22 July 2020.

MACH IQ is committed to protecting your personal information. This privacy policy explains how we collect and uses the personal information that you provide online to any of us websites, and/or in conjunction with your registration for any of our events (the “Events”).

You should read this Policy before you submit any personal information to us. By using our Sites and Events, you consent to the collection and use of your personal information as outlined in this Policy. If you do not agree with the content of this Policy, you should refrain from using our Sites and Events.

This privacy policy has been compiled to better serve those who are concerned with how their ‘Personally identifiable information’ (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information following our website.

MACH IQ is a platform service by MachBizz Marketers Pvt Ltd (collectively, “MachBizz”) are committed to protecting our users’ privacy. This Privacy Policy is designed to inform users of MACH IQ’ and how MACH IQ gathers and uses information provided to, or collected by, MACH IQ and under what circumstances MACH IQ will disclose such information. MACH IQ will take reasonable steps to protect user privacy consistent with the guidelines outlined in this Privacy Policy and with the global compliances.

Information we collect:

We collect personally identifiable information when you provide it to us, such as when you register for an event, request information or otherwise communicate with us. Many of the services that we offer, including but not limited to events, require your contact details as a condition of use; when you interact with one of our sites you are no longer anonymous. We may also receive information about you from other sources and add it to the information you have provided to us.

In General, we may collect and store any personally identifiable information you provide to us. Personally, identifiable information is data that identifies you, or that can be combined with other information to identify or contact you and includes (but is not limited to) your name, business or personal physical address, email address, and telephone number.

You are not obligated to provide us with any personally identifiable information, although registration is required to access the full range of information and events offered.

How We Use Your Information?

We may use the information we collect from you when you register for an event or use certain other site features in the following ways:

- To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To administer promotional content or other site features.
- To send periodic emails regarding your registration or other products and services.

Events

If you wish to register for our events, we ask for contact information, including but not limited to name and email address. MACH IQ uses this information to fulfil your request for information and, in some cases, personalize the email content for you. All emails have an option to unsubscribe, and requests will be processed immediately.

Third-Party Disclosure

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice or if you download vendor-sponsored content (see above) that requires your details be transferred to the said vendor. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

MACH IQ, Sites and Other Services

As a MACH IQ customer, you can also expect to receive relevant email and postal offers for other MACH IQ publications, events, sites and services.

Cookies

MACH IQ uses cookies to deliver a better and more personalized service. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about

site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Understand and save user's preferences for future visits.
- Keep track of advertisements
- Compile aggregate data about site traffic and site interactions to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies off, some features will be disabled and some of our services may not function properly. However, you can still register and subscribe for offers and content.

Information Collected Automatically

When you visit the Sites, we automatically collect and analyse certain information about your computer. This information includes but may not be limited to the IP address used to connect your computer to the Internet, information about your browser type and language, the date and time you are accessing our site, the content of any undeleted cookies that your browser previously accepted from us, and the referring website address.

How to Unsubscribe?

If you no longer want to receive marketing communications from MACH IQ, you may unsubscribe by clicking the "Manage My Preferences" or "Unsubscribe" link within the MACH IQ electronic communications, or by otherwise following the instructions to "opt-out" appearing on that communication.

Registration

To use MACH IQ, you may be asked to complete a registration form. During registration, you are required to provide contact information which is used to determine whether you are a subscriber or the authorized employee of a subscriber.

Purchases and Fulfilment

When you place an order or register for an event, we may request additional information such as credit card number and expiration date. This information is used for confirmation and billing purposes. The contact information you provide is used to service the order. Also, when you register for an event, we may request additional information about your hotel, meal and other travel preferences. This information is used only for a specific event.

MACH IQ uses third-party service providers such as credit card processing companies, shipping companies, mailing houses and event coordinators together with other service providers as required to satisfy client requests.

When you register for an event, we provide necessary information to hotels and facilities hosting events. These parties are allowed to use that personal information only to provide services relevant to the event.

Usage Entitlements – Username and Passwords

- Passwords are for user's individual use
- Passwords may not be shared with others

Security of Your Information

MACH IQ has implemented generally accepted standards of technology security to protect information from loss, misuse and unauthorized access, disclosure, alteration or destruction. Personally identifiable information is kept securely. Only authorized MACH IQ personnel and agents are provided access to personal information and these employees have agreed to ensure confidentiality of this information.

Unfortunately, no data transmission over the Internet can be guaranteed to be entirely secure, and MACH IQ assumes no liability for any damage suffered by you caused by the interception, alteration, or misuse of information during transmission.

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. See more at consumercal.org

General Data Protection Regulation (GDPR):

If you are based in the EU, under the GDPR you have important rights that which you can exercise free of charge. In summary, those include the right to:

Access your personal information and certain other supplementary information (which this Privacy Policy is already designed to address).

Require us to correct any mistakes in the information which we hold.

Require the erasure of personal information concerning you in certain situations.

Receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations.

Object at any time to processing of your personal information for direct marketing.

Object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you.

An object in certain other situations to our continued processing of your personal information. Otherwise, restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office on individual rights under General Data Protection Regulation.](#)

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online. MACH IQ does not specifically market to children under 13.

Changes to the MACH IQ Privacy Policy

This Policy may change from time to time, and we will post any Policy changes on this page. If we feel it appropriate, we will provide a more prominent notice at our discretion. Your continued use of our Sites following such posts or notices will signal your acceptance of such changes.

Contact Us

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You can always ask us your privacy and data concerns. For more info, please mail us at info@machbizz.com