# Privacy Policy

Welcome to A.K. Group. The domain name www.akgroup.co.in (hereinafter referred to as "Website") is owned by A.K. Group.

For the purpose of this Privacy Policy, wherever the context so requires the term "You" or "User" shall mean any natural or legal person and the term "We", "Us", "Our" shall mean A.K. Group.

We view protection of your privacy as a very important principle. We understand clearly that You and Your Personal Information is one of our most important assets. We store and process Your Information including any sensitive financial information collected (as defined under the Information Technology Act, 2000), if any, on computers that may be protected by physical as well as reasonable technological security measures and procedures in accordance with Information Technology Act 2000 and Rules there under. If you object to Your Information being transferred or used in this way, please do not provide the details of your information on the Website.

Our policy on the collection and use of personal information and other information is outlined below.

## PERSONAL INFORMATION AND ITS USAGE

This Website may collect information from its visitors/customers. Some of the information that you submit may be personally identifiable information (information that can be uniquely identified with you, such as your full name, address, e-mail address, phone number, and so on). Certain information collected from your end may be mandatory whereas certain information may be optional to use services/ facilities offered by Website.

We collect personal information for following purposes:

1. to provide information about our products and services;
2. to seek your feedback or to contact you in relation to the products and services offered on the Website;
3. to process orders or applications submitted by you;
4. to administer or otherwise carry out our obligations in relation to any agreement you have with us;
5. to anticipate and resolve problems with any goods or services supplied/rendered to you;
6. to create products or services that may meet your needs;
7. to process and respond to requests, improve our operations, and communicate with visitors about our products, services and businesses.
8. to allow you to subscribe to our newsletter.
9. Any other purpose in the mutual interest of visitor and A.K. Group.

## Express Consent:

1. You while providing the details/documents over the Website, including but not limited to Personal Information, expressly consent to A.K. Group to contact you for imparting product knowledge or offering products.
2. In furtherance to your usage of the Website, you expressly waive the Do Not Call (DNC) / Do Not Disturb (DND) registrations on your phone/mobile numbers for contacting you for this purpose. Hence, there is no DNC / DND check required for the number you have left on our Website. Such modes of contacting you may include sending SMSs, email alerts and / or telephonic calls.

**Sharing of Information and Data**

We strictly follow the norms of non-disclosure and any agreement thereof. Given our legal responsibilities to legal authorities and regulators, there may be situations when we need to share your information with legal authorities or regulators including appropriate authorities or to protect our right or comply with the laws for the time being in force.

We may collect personal data or information to process your financial and non-financial transaction requests. The information so collected may be shared with SEBI/ NSE/ BSE/Asset Management Companies of Mutual Funds / Registrar and transfer Agents / Collecting Banks / KYC Registration Agencies (KRAs)/ Issuer(s) of the Securities/ Statutory, Regulatory and other appropriate authorities etc. solely for the purpose of processing your transaction requests or serving you better.

**Reasonable Security Practices for Protecting Information**

We use commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. However, we do not warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission of information, we make commercially reasonable efforts to ensure the security of our systems.

You must understand that the open nature of the Internet is such that data may flow over networks without security measures and may be accessed and used by people other than those for whom the data is intended. A.K. Group assumes no responsibility of whatsoever nature as to make good the losses and damages you may incur, due to privacy and/or security breach of your Personal Information.

To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications, at all times.

If you visit/ log into our website just to browse, read pages or download information, we gather and store certain information about your visit automatically including IP address and location. This information cannot and does not identify you personally.

**CHANGES TO PRIVACY POLICY**

A.K. Group reserves the right to change this Privacy Policy at any time. Such changes will become effective and binding after their posting on this section of the Website. The visitor/customer is responsible to review the Privacy Policy regularly and be aware of the changes made. By continuing to use our products and services and this Website after any posted revision, the visitor/customer accepts to abide by it.