



Privacy Policy

This Privacy Policy describes our policies and procedures on the collection, use and disclosure of your information when you use the service and tells you about your privacy rights and how the law protects you.

We use your Personal data to provide and improve the service. By using the service, you agree to the collection and use of information in accordance with this Privacy Policy.

Notice on Language Availability: In compliance with Section 5 of the Digital Personal Data Protection Act (DPDPA), this Privacy Notice is available in English and can be accessed upon request in any of the 22 official languages specified in the Eighth Schedule to the Constitution of India.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- **Account** refers to a unique account created for you to access our service or parts of our service.
- **Company** (referred to as either "the Company", "We", "us" or "our" in this Agreement) refers to πby3 Consulting Services Pvt. Ltd., Wakad, Pune - 411057, Maharashtra, India.
- **Cookies** are small files that are placed on your computer, mobile device or any other device by a website, containing the details of your browsing history on that website among its many uses.
- **Country** refers to: India
- **Device** means any device that can access the service such as a computer, a cellphone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Data Principal** is the individual to whom the personal data relates to.
- **Data Fiduciary** is the Company determining the purpose and means of processing.
- **Service** refers to the Website.
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the service, to provide the service on behalf of the

Company, to perform services related to the service or to assist the Company in analyzing how the service is used. It refers to Data Processor under the DPDPA.

- **Usage Data** refers to data collected automatically, either generated by the use of the service or from the service infrastructure itself (for example, the duration of a page visit).
- **Website** refers to πby3, accessible from <https://pibythree.com>
- **You** refers to the individual accessing or using the service, or the company, or other legal entity on behalf of which such individual is accessing or using the service, as applicable.

Collecting and Using your Personal Data

Category of Personal Data	What We Collect	How We Use It
Contact Information	Name, email address, mobile number, city/location	- To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
Recruitment & Employment Data	CV, educational qualifications, employment history, date of birth, gender, city	- Recruitment and candidate evaluation - Employee onboarding and HR management - Training, assessment, and compliance tracking
Government & Identification Data	Aadhaar, PAN, and other government-issued IDs	- Employee onboarding - Background verification - Compliance with client and legal requirements
Financial Information	Bank account details, beneficiary information, payment-related details	- Salary processing and reimbursements - Vendor payments and financial record-keeping - Client invoicing and payment processing
Business, Partner & Vendor Data	Vendor details (including bank and GST details), partner and client contact information	- Managing partnerships and alliances - Processing vendor payments and compliance - Executing and managing business deals
Marketing & Engagement Data	Preferences, event/webinar participation data,	- Conducting marketing campaigns and outreach - Personalising communications

	campaign responses	- Measuring campaign effectiveness
Client Project Data (Processed on behalf of Clients)	Data shared by clients for analytics, cloud, or AI/ML services	- Delivering data engineering, analytics, and AI/ML solutions - Processing data strictly as per client instructions - Supporting implementation and optimization of client solutions
Onboarding details	Name, email address, mobile number, city/location	- Managing your registration as a user of the service. The personal data you provide can give you access to different functionalities of the service that are available to you as a registered user. - the development, compliance and undertaking of the purchase contract for the products, items or services you have purchased or of any other contract with us through the service.
Business Transfer Data	Personal data associated with users, employees, clients, or vendors is processed as part of business assets	- To evaluate, negotiate, or execute a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of assets - To transfer personal data as part of business assets in such transactions, including in cases of bankruptcy or liquidation
Analytics & Service Improvement Data	Usage data, interaction data, preferences, feedback, and engagement data	- To perform data analysis and identify usage trends - To assess the effectiveness of marketing and promotional campaigns - To improve our services, products, and user experience - To enhance functionality, performance, and business strategy
Inquiry & Contact Data	Information submitted through contact forms, demo requests, or service inquiries (name, email, phone, company, message details)	- Responding to inquiries and demo requests - Providing service information - Business development and follow-ups

Who would we disclose your information to?

We may share your personal information in the following situations:

- **With service Providers:** We may share your personal information with service Providers to monitor and analyze the use of our service and, to contact you.

- **For business transfers:** We may share or transfer your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of our business to another company.
- **With Affiliates:** We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with us.
- **With business partners:** We may share your information with our business partners to offer you certain products, services or promotions.
- **With other users:** when you share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
- **With your consent:** We may disclose your personal information for any other purpose with your consent.

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Website Security and Technical Information

When you access our website, we automatically collect certain technical information, such as your IP address, browser type, device information, operating system, date and time of access, requested pages, and server log information. This information is processed to maintain the security, integrity, availability, and performance of our website, detect fraudulent or unauthorized activities, troubleshoot technical issues, and comply with applicable legal obligations.

Other legal requirements

The Company may disclose your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the service
- Protect the personal safety of users of the service or the public
- Protect against legal liability

Grounds for Processing Personal Data.

We process your Personal Data either on the basis of your Consent, or where permitted under the specified 'legitimate uses' listed under Section 7 of the DPDPA (set out below).

Processing of Personal Data on the basis of Consent

We process your Personal Data either on the basis of your Consent, or where permitted under the specified 'legitimate uses' listed under Section 7 of the DPDPA (set out below). we ensure that we have informed you about the type of data personal data being collected and purpose of such data collection. We ensure that such personal data is being used only for the informed and specific purpose. Where you have consented to a particular processing, you have a right to withdraw the consent at any time. You can withdraw your consent by writing to us at privacy@pibythree.com. If you do so, your personal data will be erased, unless there is any legal requirement to retain it. In alignment with the DPDPA, the process of withdrawing consent is designed to be as easy as the process of giving consent. Withdrawal of consent will not affect the lawfulness of processing carried out prior to such withdrawal.

Processing of Personal Data for certain Legitimate Uses

For certain processing, we may also process the Personal Data for legitimate uses as provided under the Digital Personal Data Protection Act, 2023.

- Processing of Personal Data disclosed Voluntarily by you
- Processing of Personal Data when consent is provided for the performance of State Function
- Processing of Personal Data for the purpose of performance of State Function in the interest of sovereignty and integrity of India
- Processing of Personal Data when there is Regulatory obligation to disclose the information
- Processing of Personal Data to comply with Court Order
- Processing of personal data is required due to medical emergency
- Processing of Personal Data during an epidemic
- Processing of Personal Data during any disaster
- Processing of Personal Data for the purpose of employment

Cookies

- For the purposes of the Services, we use automated data collection tools such as Cookies to collect certain information. "Cookies" are small text files that are placed on your hard drive by a Web server when you access our Services.
- We use similar tracking technologies to enhance your experience on our website, analyze traffic, and deliver personalized content and advertisements. These may include third-party cookies from services such as Google Analytics, Google Ads (AdWords), and LinkedIn Cookies.
- Where Google Analytics is enabled, certain information relating to your interaction with our website (such as IP address, browser information, device information, pages visited, and session information) may be processed by Google on our behalf for

analytics purposes. We use this information solely to understand website usage, improve website performance, and enhance user experience. Such analytics cookies are activated only after obtaining your consent.

- For more information, please visit our Cookie Policy.

Embedded Third-party Content

Our website may include content or features provided by third-party service providers, such as videos, maps, social media plugins, or other embedded content. When you interact with such content, the respective third-party provider may collect certain information about your device, browser, IP address, and interactions in accordance with its own privacy practices. We encourage you to review the privacy notices of these third-party providers before interacting with such content.

Children's Privacy

Our service does not address anyone under the age of 18. We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from anyone under the age of 18 without verification of parental consent, we take steps to remove that information from our servers.

If we need to rely on consent as a legal basis for processing your information and your country requires consent from a parent, we may require your parent's consent before we collect and use that information.

In accordance with Section 9 of the DPDPA 2023, the Company strictly prohibits the processing of any personal data of children that is likely to cause a detrimental effect on the well-being of a child. Furthermore, we do not engage in tracking, behavioural monitoring, or targeted advertising directed toward individuals under the age of 18.

Processing of Personal Data of a Person with Disability

PibyThree ensures that the verifiable consent of the lawful guardian is obtained for the processing of personal data of a person with disability. If you are a lawful guardian of a person with disability, you can contact us at privacy@pibythree.com for any query related Personal Data of the Person with disability.

Retention of your Personal Data

The Company will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of our service, or We are legally obligated to retain this data for longer time periods.

Transfer of your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to - and maintained on - computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

The Company will take all steps that are reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Security Measures to Protect your Data

We maintain reasonable and appropriate security measures to protect Client Data from loss, misuse, and unauthorized access, disclosure, alteration, and destruction.

Examples of security measures include physical access controls, HTTPS, restricted access to data, monitoring for threats and vulnerabilities, etc.

We also subject our services to internationally recognised certification and attestation standards.

Data Breach Notification. In the event of a personal data breach, we will notify affected Data Principals and the Data Protection Board of India as required under Section 8(6) of the DPDPA, without regard to the severity of the breach.

Data Principals hold specific legal rights under the DPDPA framework:

Data Principals have certain rights with respect to their personal data. The rights given with respect to your personal data include:

1. The Right of Access: You have the right to access personal data and supplementary information. You can ask us for a copy of your personal information, along with a summary of personal data being processed and descriptions of all Data Processors involved.

2. The Right to Correction and Erasure: You can ask us to change, update, complete, or fix your data in certain cases, particularly if it's inaccurate, or ask us to erase/delete your personal data once the specific purpose for collection is fulfilled, unless legal obligations require retention.

3. The Right to Grievance Redressal: You have the right to register grievances regarding any act or omission of the Data Fiduciary. In accordance with the DPDPA framework, you must exhaust our internal grievance redressal mechanisms before escalating a complaint to the Data Protection Board of India (DPBI).

— Contact Our Grievance Redressal Officer:

In accordance with DPDPA mandates, grievances can be submitted formally to our Grievance Redressal Officer at privacy@pibythree.com. We are committed to responding to and resolving your statutory grievances within the timeframes prescribed under the Act.

Whenever you use our services, we aim to provide you with easy means to access, modify or erase your personal information.

We strive to give you ways to access, update/modify your data quickly, or delete it unless we have to keep that information for legal purposes. These rights can be exercised by contacting us using the details set out in the "**Contact Information**" section below.

Nomination

The Digital Personal Data Protection Act, 2023, provides data principals with a right to nominate a person on their behalf to exercise their rights and to ensure the safeguarding of personal data.

This right can be exercised in the event of the data principal's death or incapacity. To exercise your Right to Nomination, you may contact us at privacy@pibythree.com

Contact Our Privacy Officer/Grievance Officer

If you have any questions regarding the processing of your data or if you want to exercise your rights, you can contact us at

privacy@pibythree.com

Links to Other Websites

Our service may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Changes to this Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our service, prior to the change becoming effective and updating the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact us

If you have any questions about this Privacy Policy, please

- **Email: privacy@pibythree.com**
- **[Let's Talk](#)**

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