



**Kale Logistics**  
Technology that Transforms



# Data Privacy Policy

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## Distribution

This document has been distributed to:

Name	Name
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## 1 Introduction

Kale Logistics Solutions (Kale) respects your privacy and is committed to protecting your personal data. This Privacy Policy describes how and why we look after your personal data when you visit our website or access our services and products by any other means. This Privacy Policy applies to all information we collect using our parent website, [www.Kalelogistics.com](http://www.Kalelogistics.com), as well as any related sites, services and products.

You can access previous versions of our privacy policy at <https://www.kalelogistics.com/privacy-policy/Archives>

### CONTACT US

For the purpose of this Privacy Policy, Kale is the controller of and responsible for your personal data (and may be referred to as “we” “us” or “our”).

If you have any questions about this privacy policy or how your personal data is handled, please email Kale’s data privacy manager. We would appreciate an opportunity to address your concerns within one month as per GDPR guideline.

### Data Protection Officer (DPO) of Kale Logistics

<https://www.kalelogistics.com/privacy-policy/dpo@KaleLogistics.com>

## 2 Purpose

Purpose of this policy is to provide data subject with an information on PII data collected, processed and rights allocated to them.

## 3 Our Approach

We see personal data protection as essential and we pay considerable attention to it.

You can thus be assured that we handle your personal data with due care and in line with applicable legal regulations and we protect your personal data in the maximum possible scope corresponding to the latest technical level.

To fully understand how we protect your personal data, we recommend that you carefully read this Personal Data Protection Statement.

In processing your personal data, we adhere to the following principles:

- **Principle of lawfulness** which requires us to process your personal data always in line with legal regulations and pursuant to no fewer than one legal basis.
- **Principle of fairness and transparency** that requires us to process your personal data in an open and transparent manner and provide you with information on the manner of their processing and information to whom your personal data will be disclosed (for example if your personal data are stored on data storage sites – clouds – outside of the European Union and the European Economic Area). This additionally involves our obligation to inform you of cases of serious security breaches or personal data leaks.
- **Principle of purpose limitation** which allows us to collect your personal data only with a clearly defined purpose.

- **Principle of data minimization** which requires us to process only personal data that are necessary, relevant and adequate in relation to the purpose of their use.
- **Principle of accuracy** which requires us to adopt all reasonable measures allowing us to regularly update or rectify your personal data.
- **Principle of storage limitation** which requires us to store your personal data only for the period that is necessary for the specific purpose for which they are processed (for example over the period for which a marketing consent was granted, if it was not withdrawn before the expiration of this period). As soon as the period for processing expires or the purpose of processing ceases to exist, we erase your personal data or anonymize them, i.e. modify them so that they are not connectable to you.
- **Principle of integrity and confidentiality, incontestability and availability** which requires us to secure your personal data and protect them against unauthorized or illegal processing, loss or destruction. For these reasons, we adopt numerous technical and organizational measures for the protection of your personal data. Concurrently, we ensure that access to your personal data is granted only to selected employees.
- **Principle of responsibility (accountability)** which requires us to be able to document compliance with all the conditions referred to above.

## 4 Collection of Personal Information

As per GDPR, it is necessary that we have legal basis for each processing of your personal data.

To facilitate access to our products and communication around our services, Kale Logistics may ask you to provide information that personally identifies you ("Personal Information"). This occurs in certain circumstances such as when you request information via our website, register for a demo, register or apply for jobs, when you request information via a form, access our platforms, or register for our communications, answer a question, participate in a poll, comment or like our blog, pictures or posts on social networking sites or any other sites, case studies, articles, whitepapers; set alerts or participate in our surveys, events or activities by providing personal data

Personal Information or personal data means any piece of information about an individual from which a person can be identified. It does not include data where the identity has been removed (anonymous data).

This personal data collected varies across the Sites and may include information that you provide, such as your name, mailing address, e-mail address, telephone number, fax number, and background information. Only Kale or their authorised personnel will contact you using this e-mail address.

Example: Name, Address, Telephone Number, etc.), log in details etc.

Below you will find examples of situations in which we will most frequently require your personal data and the legal basis for our requirement:

- **Ordering and purchase of a solution** – the legal basis shall be represented by the conclusion and performance of the contract, or performance before the conclusion of the purchase contract.

- **Use of the application** – the legal basis shall be represented by giving consent and by the conclusion of the contract and performance of the contract for the use of the application.
- **Marketing purposes** – the legal basis shall be represented by giving consent with the receiving of commercial announcements.
- **Storage of cookies necessary for the operations of websites** – the legal basis shall be represented by our legitimate interest as the storage of cookies is necessary for the due operation of websites.

Kale Logistics collects following information:

Type of Information collected	Purpose
<b>Full Name (First Name + Last Name)</b>	To identify the data subject To send the offers on their name To send them marketing emails
<b>Email</b>	To send data subjects emails about the products, events and offers To access application
<b>Contact No.</b>	To maintain user profile and send login notification
<b>Region/Country</b>	To identify area of login into the application To identify location of perspective client
<b>IP City</b>	To identify area of login into the application To identify location of perspective client
<b>IP country</b>	To identify area of login into the application To identify location of perspective client
<b>IP Address</b>	To identify area of login, device used to access the application and track user behaviour To identify location of perspective client
<b>Customer Address</b>	To identify location of perspective client To identify area of login into the application

Information that is collected through automated means:

Type of information	Purpose
<b>IP address</b>	Kale Logistics use IP address for traceability.
<b>Device identifier</b>	To identify individual smartphone or tablet
<b>web beacons, pixels, clear gifs,</b>	To keep track of your navigation through a single website or a series of website

<b>and other similar technologies (collectively "Cookies and Other Tracking Technologies")</b>	To tracking user behaviour and conversions
<b>Browser types</b>	Kale Logistics use data subject's browser types for better experience.
<b>Browser version</b>	To identify the operating system and screen size of your device to ensure all content renders appropriately.
<b>Google Analytics Information</b>	The pages of our site that you visit, the time and date of your visit, the time spent on those pages and other statistics
<b>Geographic location</b>	For language preference
<b>Social networking plugins</b>	To redirect the data subject onto one of our social media pages  PII information when you answer a question, participate in a poll, comment or like our blog, pictures or posts on social networking sites
<b>Type of information</b>	<b>Purpose</b>

We offer wide ranges of products and for all the products methods of collection may vary as described in section 8 Methods of collection. We use these methods to market and sell our products. Depending on the requirement; we deploy our product framework at data controllers end.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example to provide you with goods and services). in this case we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

#### 4.1 Methods of collection

Method	Purpose
<b>Web Form</b>	If you request additional information via a web form, we collect personal information such as your name, phone, region and email address and message to facilitate your request
<b>Application login</b>	To provide access to our proprietary application and its functionalities, we collect personal information such as your name, phone, region (City, country, Org.), email address and IP address



<b>Business Cards</b>	To provide information on business solutions and product we offer, we may collect personal information such as your name, phone, region and email address from business card that you share with us
<b>Career</b>	If you apply for a job posting, or become an employee, we collect personal information necessary to process your application. This may include, your name, email, postal address, phone number, your tax identification number among others
<b>Social Media</b>	We may collect information about prospective clients from sites like LinkedIn as well as Facebook

## 4.2 Cookies

We Use Cookies for the Following Purposes:

- Necessary cookies – these cookies are required for you to be able to use some important features on our website, such as request a demo. These cookies don't collect any Personal Information.
- Functionality cookies – these cookies provide functionality that makes using our service more convenient and makes providing more personalized features possible. For example, they might remember your name and email in comment forms, so you don't have to re-enter this information next time when commenting.
- Analytics cookies – these cookies are used to track the use and performance of our website and services
- Advertising cookies – these cookies are used to deliver advertisements that are relevant to you and to your interests. In addition, they are used to limit the number of times you see an advertisement. They are usually placed to the website by advertising networks with the website operator's permission. These cookies remember that you have visited a website and this information is shared with other organizations such as advertisers. Often targeting or advertising cookies will be linked to site functionality provided by the other organization.
- You can remove cookies stored in your computer via your browser settings.

We use Google Analytics and other appropriate tools which change from time to time as deemed fit by Kale Logistics to measure, analyse and improve traffic on our website. Google and other agencies that we may choose have their own Privacy Policy which you can review here. If you'd like to opt out of tracking by Google/ any of the current Kale Logistics third party Analytics, visit the Google/third party Analytics opt-out page which will be available as a customer.

Types of cookies used:

To know more about the types of cookies used by us visit our Cookie Policy

## 5 Use of Personal Information

- To help you quickly find information regarding products, services or content available on the Kale Logistics Website.
- Respond to support requests.

- To share the content most relevant to you.
- To send communications related to our businesses such as product or service updates, special offers, upcoming events, and company news. You may unsubscribe from any of these communications at any time using our email preferences page.

We may use data generated from our web properties to make automated decisions that help us personalize the type of content we share with you.

Occasionally, we publish customer testimonials on our website. These may include your personal information; however, we will not publish any personal information on our web properties without first obtaining consent via a release form.

The personal information collected by Kale Logistics and stored by Kale Logistics and its 3rd party vendors is only used in compliance with this privacy policy.

In some situations, the collection of personal data may be required for the operation of the site or to provide certain services or products. We use your personal data to fulfil requests placed by you, which may include processing your job applications, case studies, articles, whitepapers; participate in our surveys, events or activities. Moreover, this usage can also be extended to analyse the Sites' performance and functioning, publish your feedbacks or comments, prevent fraud, enforce our terms of use, comply with applicable laws, support litigation, prosecution or legal investigation, corporate reporting obligations, to enforce our agreements, and accomplish other purposes you may initiate or request. We may retain any of your personal data and use it to contact you.

## 6 Sharing of Information

Kale does not sell or rent any of data subject's personal information. However, Kale Logistics may store some of the personal information with its appointed third parties in concurrence with this privacy policy.

Kale Logistics shall not intentionally disclose or transfer (and shall take reasonable steps to protect the confidentiality and security, and to prevent the unauthorized or accidental disclosure of) your personally-identifiable information to third parties (i.e., persons or entities that are not affiliates of Kale), whether for such third parties' marketing purposes or otherwise, subject only to the following four exceptions:

- Kale Logistics may disclose your personally identifiable information to third parties if such disclosure is required by the laws, rules, or regulations of any nation, state, or other applicable jurisdiction
- Kale Logistics may disclose your contact information to third parties as appropriate for Kale Logistics to make transmissions or deliveries to you
- Kale Logistics may disclose your personally identifiable information if, in connection with submitting the information, you consent to such disclosure
- Kale Logistics may disclose contact information for you in response to inquiries by rights owners in connection with allegations of infringement of copyright or other proprietary rights arising from information you have posted on the Site or otherwise provided to Kale Logistics.

Our website may include links to third-party websites. Clicking on those links or enabling those connections may allow third parties to collect or share personal information about you. We do not control these third-party websites and are not

responsible for their privacy statements. When you leave our website, we encourage you to read the Privacy Policy of every website you visit.

We require all third parties to respect the security of your personal information and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal information for their own purposes and only permit them to process your personal information for specified purposes and in accordance with our instructions.

## **6.1 Internal Third-Party Disclosures**

- Current and future corporate affiliates (e.g., parent company, sister companies, subsidiaries, joint ventures, or other companies under common control) are joint controllers or processors who provide technology and system administration services;
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets; or alternatively, we may seek to acquire other businesses or merge with them.
- If a change happens to our business, then the new owners may use your personal information in the same way as set out in this Privacy Policy.

## **7 Children's under the age of 13**

This website/application is not intended for children and we do not knowingly collect personal information from children under the age of 13.

If you are under 13, do not use or provide any information on this platform or on or through any of its features/register on the platform, make any purchases through the platform, use any of the features of this platform or provide any information about yourself to us, including your name, address, telephone number, e-mail address or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [communications@KaleLogistics.com](mailto:communications@KaleLogistics.com)

## **8 Access to your information and correction**

At any time, you may request information about Kale Logistics' access and use of your personal information.

You have rights towards your personal data subject to local data protection laws These include:

- Request access to your personal data
- Request correction of your personal data
- Request erasure of your personal data
- Object to processing of your personal data
- Request restriction of processing your personal data
- Request transfer of your personal data
- Right to withdraw consent

If you wish to exercise any of the rights set out above, please contact [dpo@KaleLogistics.com](mailto:dpo@KaleLogistics.com)

At any time, you may unsubscribe from Kale Logistics' marketing communications by clicking the Unsubscribe link at the bottom of our communications, sending a request to [communications@KaleLogistics.com](mailto:communications@KaleLogistics.com). In addition, you may terminate your product license at any time by sending an email to [communications@KaleLogistics.com](mailto:communications@KaleLogistics.com).

## 9 How long do we keep your personal information?

Kale Logistics will only hold your personal information for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

By law we must keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for [six] years after they cease being customers for [tax] purposes.]

In some circumstances you can ask us to delete your data: see [section 13] above for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

Kale will only hold your personal information on the systems for the period necessary to fulfil the purpose outlined in the Policy, or until you request that the information be deleted in accordance with your right to erasure.

## 10 Data retention period

Kale store sPII data obtained from data subject for marketing purpose for initial 6 months thereafter consent is renewed on another 6-month basis till the time business requirement are fulfilled. If data subject opts out of the PII storing mechanism his/her data will be deleted within 30 days. Application PII data is stored for the time for which it is necessary to provide services.

Besides data subjects are provided with rights by which they can access their personal information and perform their rights

## 11 How can you access, amend or take back your personal data?

You retain various rights in respect of your data, even once you have given it to us. These are described in more detail below.

- Kale Logistics provides data subjects with an option to stop processing their personal information at any time.
- Kale Logistics provides data subjects with an option to withdraw consent.
- Kale Logistics provides data subjects with an option to erase their personal information
- Kale Logistics provides data subjects with an option to restrict the processing of their personal information. This means that Kale Logistics can only continue to store data subject's data and will not be able to carry out any further processing activities with it until either:
  - ✓ Data subject provides consent
  - ✓ Exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State
- Kale Logistics provides data subjects an option for porting their personal data. To allow data subjects to do so, Kale Logistics will provide data subjects with their personal information in a commonly used machine-readable format that is password-protected so that you can transfer the data to another online platform.
- Kale Logistics provides data subjects with an option for opting out of automated individual decision-making, including profiling.
- Kale Logistics provides data subjects an option to lodge a complaint with their local supervisory authority.

## 12 Cross Border Data Transfer /International Transfer

Any data transfers to the third countries will be made only after taking the explicit consent of the data subject. Kale might not take consent from the data subjects if feels that such transfers are essential to protect the vital interests of the data subject or it must be made available to the legal or regulatory body. However, data subjects will be informed in case of such transfers.

We store data collected from this website within the borders of the United States of America.

## 13 How we secure your Personal Data

We take precautions which include security process, technical and physical measures to help safeguard your information against any accidental or unlawful destruction, alteration and unauthorized disclosure of the personal data we process.

While we follow generally accepted security standards to protect your data, we also expect you to protect your password, limit access to your device and manage cookies.

We give due care to your personal data protection; we adhere to the below listed technical and organisational measures ensuring the security of your personal data. These measures include:

- **Physical access control** – we store all data in a manner to protect access to them, it means that places where data are stored are secured by technical means such as smart cards, keys, electronically lockable door etc.

- **Controlled access** – access to personal data storing systems is not granted to anyone without the relevant password, data are thus accessible only to authorised persons.
- **Access control** – we have adopted measures that prevent unauthorised reading, copying, modification, removal from the system or other dealing with them.
- **Creation of pseudonyms** – we process personal data by modifying them into a form in which they are not attributable to a specific person (they are pseudonymised)
- **Encryption of data at rest and in transit:** we transfer and store personal data in encrypted form using TLS, SSL, <enter encryption implemented at rest> and HTTPS. So that personal data cannot be accessible to unauthorized individual and to minimize risk in case unintentional disclosure of PII data.
- **Control of the transfer** – all dealing with personal data in their electronic transfer is protected to prevent unauthorised reading, copying, modification or erasure.

## 14 Changes to This Privacy Policy

This Privacy Policy is effective as of 13<sup>th</sup> June 2022 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

Kale Logistics reserve the right to update or change Privacy Policy at any time.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

### Annexure – 1

How to contact Kale Logistics?

India:

Kale Logistics Solutions

9<sup>th</sup> Floor, Thane One Corporate Business Park, Behind CineWonder Mall, Majiwada  
Thane (W), Maharashtra, India - 400 610, India

### Annexure – 2

Supervisory Authority: Information Commissioner officer

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

### Annexure – 3

Data Protection Officer Details

Name: [Rupesh Sidpara](#)

Email: [dpo@KaleLogistics.com](mailto:dpo@KaleLogistics.com)

## 15 When you are a Data Subject

You are a data subject solely as the natural person; legal regulation regarding personal data protection does not apply to legal persons, cooperatives, associations, etc.

Pursuant to these legal bases, we may include you in two basic groups. We see the first group as our customers. You become our customer when your personal data are processed for the conclusion and performance of contracts for the purchase and use of our goods and services.

The second group of personal data subjects we process is the group of third parties. You will be a third party for example when you give us marketing consent or use our website without wanting to be our customer. If you want to know when and under what conditions you may know the scope of your personal data, we process.

## 16 Your Rights

Under General data protection Regulation individual data subject has multiple rights. Please find below the list of your rights relating to personal data protection along with the practical explanation of their use:

### 16.1 Right for the provision of information on personal data processing

Entitles you to obtain information relating to our full identification as the controller of your personal data, together with contact data to our personal data officer. Concurrently, you are entitled to know the legal basis for processing (e.g. performance of the contract), purpose (e.g. contracts for the purchase of our goods) or information on the period of personal data storage. We will always inform you on the legal basis and purpose of the personal data processing before we start to process them.

### 16.2 Right to access personal data

- Entitles you to obtain the information whether we process your personal data and if we do so, in what scope. Concurrently, you have the right to request a copy of the processed personal data. Upon your request, we are also obliged to inform you on the purpose of data processing, recipient of processed personal data, or other related information.
- We respect your right to choose the content and method of communication that you receive from us. We hereby urge you to keep updating your preferences and let us know what kind of communication you would be interested in. This will help us to send only relevant content to you. Please write to us if you would like to receive any specific information or prefer a specific mode of information like SMS, e-mail, phone calls, messages etc. You may, at any time, choose to opt out of a communication from us by using the Unsubscribe link. On using this link, your information will be automatically deleted from our database.

### 16.3 Right to rectification

- Will allow you, for example, to ask us to change any of your personal data that we process if it has changed (e.g. change in the surname, change in the address, etc.).



- We, as the personal data controller, are not obliged to actively ascertain whether the personal data that we collect are up to date, incorrect or inaccurate, however when you notify us about such fact, it is our obligation to deal with your comment or request for rectification. Under similar terms, you have the right to ask us to amend your personal data.

## 16.4 Right to erasure

Also called the “right to be forgotten” requires us, as the personal data controller, to liquidate your personal data, in the following cases:

- The purpose of processing no longer exists (e.g. termination of the contract);
- You withdraw your consent with personal data processing and there is no other reason for processing your personal data (e.g. withdrawal of the marketing consent, that you have not concluded, for example, a contract with us);
- You object to personal data processing (provided it is allowable and there are no legal grounds for processing your personal data); and
- In accordance with the applicable legislation, we are required to erase your data (e.g. obligation to shred).

## 16.5 Right to object

Is analogous to the right for withdrawal of the consent and will apply when personal data are processed pursuant to a legitimate interest (e.g. for the purpose of protecting your property). You may also object when your personal data are processed for the purpose of direct marketing. In justified cases, your personal data will be erased when the objection is acknowledged, and we will no longer process them.

## 16.6 Right for data portability

If you ask us to transfer your personal data to another controller, we are obliged to do so and transfer them in a structured, commonly used and machine-readable format. You may exercise this right only when the processing is based on the consent or contract and concurrently it is automated, i.e. processing solely made using technical means based on a pre-determined algorithm and without any human intervention.

## 16.7 Right not to be subject to a decision based solely on automated processing in automated decision-making

Means that you have the right to ask for the processing of your personal data by a person when the processing of your personal data is supposed to serve as a basis for a certain decision.

# 17 Personal Data Categorization

Personal data are the information that allows us to identify you. Therefore, it includes information that is specifically attributable to you.

Personal data do not include anonymous or aggregated data, i.e. data that cannot be clearly attributed to you.

Personal data are classified into:



- **Basic data** which include, for example, your name, surname, date of birth, number of identity card (another identity document).
- **Special category** of personal data that includes sensitive data which are data of a highly personal nature including, for example, information on your health.

## 18 Glossary of Terms

### 18.1 Sensitive data

Data of a special nature, such as the information on your health or biometrical data allowing the identification of a person (currently called by the legislation “special categories of personal data”).

### 18.2 Cookies

Short text file that a visited website sends to the browser. It allows the web to record information on your visit, for example the preferred language and other settings. The next visit of the website thus may be easier and more productive. Cookie files are important. Without them, web browsing would be much more complicated.

### 18.3 Personal data

Information on a specific, identifiable person.

### 18.4 Recipient

Person to whom data are delivered.

### 18.5 Service

Any of the services that we offer to you, including our products, services offered online and their promotion.

### 18.6 Controller

Entity which determines the purpose and means of the processing of personal data; the controller may authorize a processor to do the processing.

### 18.7 Data subject

Living person to whom personal data relate.

### 18.8 Purpose

Reason for which the controller uses your personal data.

### 18.9 Goods

Product that you buy from us, typically a car, but also an application for your mobile phone.

### 18.10 Processing

Activity that the controller or the processor do with personal data.

### 18.11 Processor


Entity processing personal data for the controller.


## **19 Enforcement**

Necessary disciplinary action will be taken against any employee not following the policies and procedures laid down by the Kale Logistics. Similarly, action will be taken against those employees encouraging/observing such an activity and not reporting the same to the concerned authority. Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

**Kale Logistics Solutions Private Limited**

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