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# 1. Privacy Policy

We at Kerala Roadways Limited and our affiliates (hereinafter referred to as “Kerala Roadways”, “we”, “us” or “our”) consider customer trust as our top priority and take the protection of your personal information very seriously. We want you to feel safe using our products, services and solutions (“Services”). This Privacy Policy informs you of the way in which we collect, use, transfer, and store your personal information when you use our Services, as well as your rights in relation to this data.

This Privacy Policy is meant to help you understand the following:

- What data do we collect?
- When & how do we collect your data?
- Why do we collect your data?
- Why do we share your data and with whom?
- How long do we keep your personal information?
- How do we secure your personal information?
- Information about children.
- What are your rights as a data subject?
- Changes to this Privacy Policy
- Your consent to this Privacy Policy.
- How may you contact us?

Please read this Privacy Policy carefully prior to accessing or availing our Services.



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## 2. Definition

In this policy, the below terms shall have the following meanings:

**“Consignee”** shall mean the entity (individual/ firm) who is financially responsible (the buyer) for the receipt of a shipment from a Consignor.

**“Consignor”** shall mean a person or firm (usually the seller) who avails the Services of Kerala Roadways to deliver a consignment to a Consignee.

**“Data Subject”** shall mean any individual person who can be identified, directly or indirectly, via an identifier such as a name, an ID number, contact details, or location data.

**“Third Party Vendors”** shall mean any individual or organization providing services to Kerala Roadways on a contractual basis.

## 3. What data do we collect?

### 3.1 Personal Information

While using our Services, we may ask you to provide us with certain personally identifiable information (also known as PII or Personal Information) that can be used to contact or identify you. Personally Identifiable Information may include, but is not limited to:



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Email address  
First name and last name  
Phone Number

If you provide us any Personal Information of another Data Subject, you must ensure that you are authorized to do so and that such person is informed about this Privacy Policy.

You can choose not to provide any Personal Information that we may request of you, but, in general, the Personal Information we request is required in order to provide you with access to and use of the Services, and the lack of such information may prevent us from doing so and impact the service capability and certain features of the Services.

We may ask you to provide certain additional information about yourself on a case to case basis in relation to our Services. It is clarified that any data which does not reveal your specific identity, does not relate to an identified or identifiable individual, information that is publicly available, information about software and hardware usage, or any anonymised or aggregated data (“**Information**”) is not considered as PII or Personal Information.

## 3.2 Usage Data

We may collect information from phones you use to access our applications and based on your phone settings and permissions. Information that we obtain from these devices may include:

**Identifiers:** unique identifiers, device IDs and other identifiers.

**Data from device settings:** information that you allow us to receive through device settings that you turn on, such as access to your GPS location.



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### 3.3 Cookies Data

Our website, mobile applications and other platforms may use cookies and similar tracking technologies to track the activity on our Services and hold certain information. For instance, cookies help us learn which areas of our application are useful and which areas need improvement.

Cookies are a standard feature consisting of small data files which may include an anonymous unique identifier. Cookies are sent to your browser and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyse our service.

You can choose whether to accept the use of cookies and similar technologies in general by changing the settings on your browser. However, if you disable cookies, your experience of our Services may be diminished, and some features may not work as intended.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Secure Cookies for security purposes.

We use this information for statistical purposes and to help us make our website and Services more useful. To view our Cookie policy, please [click here](#).



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## 4. When & how do we collect your data?

We provide a range of Services including (without limitation) various delivery and logistics solutions through innovative technology and connected tools. In order to achieve this, we collect Personal Information from you in a number of ways including:

- Directly from you, for example when you use our website, our Services, mobile applications, or when you contact us through phone, email or chat
- When you make an account with us
- When you use a tracking ID to track your package
- When you provide us information to verify your identity
- When you purchase products or receive packages from any of our clients with whom we have a legally binding contract
- When you reach out to our customer support teams or when a support ticket is created
- When you provide us feedback
- Our social media pages.
- Web forms and surveys
- Off-site services and events that relate to our Services.
- When you contact our customer service APIs
- At the time of delivering consignments
- Other interactions with you

Please read this Privacy Policy carefully prior to accessing or availing our Services.



## 5. Why do we collect your data?

We use the collected data to provide, develop and improve the services that we offer you.

Some of these purposes include (without limitation) the following:

- provide products and services (such as parcel transportation, warehousing, freight, reverse logistics, cross-border and technology services)
- monitor your usage of our services to understand your requirements better
- perform accounting, auditing, invoicing, reconciliation and collection activities.
- send tracking updates and transactional information.
- give options for convenient or express delivery.
- provide location and tracking features.
- provide you related and ancillary functionalities, products, services, solutions, software and technologies developed and offered by us in the ordinary course of our business.

We use the data we collect to:

**Communicate with you:** We use your Personal Information to communicate with you via different channels (such as by phone, email, chat) in relation to our Services and to follow up with you on any requirements for our services that you have indicated an interest in. We send you transaction related updates through third party platforms such as WhatsApp to update you on the status of your order / transaction. You can always opt-out of such communication, however, you may then be unable to receive real time updates of your order status.

**Troubleshoot and customer support:** We use your Personal Information to analyze performance, improve our services, detect incorrect addresses, and prevent technical issues. We also use collected data to provide customer support and respond to you about your requests, questions and comments, and update our records about you.



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**Identity Proof Details / Documents:** We may collect your Aadhaar Card number, PAN Card number, or Driving License number, to verify your identity and prevent misuse of our Services. Please note that you are not obligated to provide your Aadhaar details and you can choose any other document such as your PAN Card, or Driving License (as per the options provided) as identity proof. If you do choose to provide us with your Aadhaar number, please note that we may use it for identity verification and Aadhaar based authentication with UIDAI through third party service providers. By agreeing to provide your details you expressly consent to our use of the same.

**Customer satisfaction surveys:** We may use your Personal Information to conduct polls and surveys and periodically reach out to you via phone, email, or chat to understand your experience in using our services. You may choose to not participate in such surveys by opting out when we reach out to you.

**Personalization:** We use your Personal Information to understand your preferences and to enhance and customize your experience by offering tailored services.

**Develop new products and services:** We use the data collected to evaluate, optimize, develop, and improve our business to bring you enhanced, efficient, and cost-effective products and services. This includes developing new products and services, determining the effectiveness of our sales, analysing and enhancing our products, services, websites and applications and improving and maintaining the quality of our customer services.

**Data analysis and improving our services:** We use your Personal Information to perform market analysis, consumer search and analytics, trend analysis and financial analysis to enhance and improve the Services we provide to you.

**Information about new offers:** We would like to send you information about our products and services and any new offers that we think you might benefit from. If you have agreed to receive this information, you may always opt out at a later date by using the "Opt-out" or "Unsubscribe" functionality or by directly contacting us. We may also use your information to contact you with updates to our Services, website or mobile applications.

**Post comments & testimonials:** If you allow us to or where we have a legitimate



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interest, we may use your Personal Information to post comments and testimonials you provide to us on our website and other platforms.

**Fraud prevention:** We use the data collected to ensure the security of our networks and information systems, identify and prevent fraud and other prohibited or illegal activities. We may also use scoring methods to identify and manage business risks such as credit risks.

**Comply with legal obligations:** In some cases, we collect and use your Personal Information to comply with legal and regulatory regulations, including customs and GST requirements. For example, KYC details in some cases are legally required for identity verification.

Our primary goal is to provide you safe, efficient, smooth, cost-effective and customized experiences when you use our Services. The Personal Information collected allows us to provide the Services that most likely meet your needs. More importantly, while doing so, we collect Personal Information from you that we consider necessary for achieving the above-mentioned purposes.

We may use and disclose Other Information (defined above) and non-personal information for any purpose in accordance with applicable laws.

## 6. Why do we share your data and with whom?

As a rule, we do not transfer or share your Personal Information with any third party unless we are required to do so. We may share your Personal Information in the following ways:

### 6.1 Group Companies of Kerala Roadways





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We may disclose your Personal Information with group companies of Kerala Roadways for the purposes set out in this Privacy Policy, including:

- for enabling them to provide the Services.
- for optimizing our shared processes; and
- for other cross-affiliate initiatives.

## 6.2 Regulatory or Government Authorities

We may disclose your Personal Information in good faith belief that such action is necessary to:

- comply with a legal obligation;
- comply with a request from any government, regulatory or public authority (for example: to fulfil a legal obligation during export of a shipment);
- protect and defend the rights or property of Kerala Roadways;
- prevent or investigate possible wrongdoing in connection with our Services; and
- protect the personal safety of users of the service or the public.

Our application uses Google Analytics. Google Analytics is a web analytics service offered by Google that tracks and reports traffic. Google Analytics uses cookies that are stored on your computer and that enable your use of the application to be analyzed. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.



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## 6.3 Opt Out Process

You can opt-out of having your activity on our application available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about your visits and activity. The add-on can be downloaded and installed from: <http://tools.google.com/dlpage/gaoptout?hl=de>. However, we would like to point out that in this case you may not be able to use all functions of our website or mobile applications to their full extent.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

## 6.4 Third Party Vendors / Consultants / Marketers

We may engage Third Party Vendors and individuals to facilitate our services or to perform Service-related transactions or to assist us in analysing how our Service is used. For example, we may have to provide your address and other details to a third party service provider to deliver your packages to you and process payments.

We may also engage third parties for services including but not limited to hosting data, identifying, assessing and managing credit risk, distribution, customer support and technical assistance, cloud services, processing payments, validating KYC documents to authenticate identity, delivering shipments, email delivery, undertaking audits or data analysis, web analytics, IT performance monitoring, customer relationship management, evaluating, running and optimizing user experience or our growth campaigns, polls and



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surveys, and assistance in the marketing, promotions and advertising initiatives of our Services.

Kerala Roadways will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy. Before we engage any third-party vendor, we check their security practices and regularly conduct their security and privacy assessments.

These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose whatsoever. Also, we bind our third-party vendors in a contract to secure your data by putting monetary liabilities and surveillance practices and hence, ensuring a high level of security for your Personal Information.

Your information, including Personal 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. No transfer of your Personal Information will take place to an organization or a country unless there are security adequate controls in place.

## **6.5 Mergers / Acquisitions**

As we aim to deliver a greater customer experience, we might sell or buy other service lines or business ventures. During any such transactions we may have to provide customer information. Any such disclosure shall of course be subject to the safeguards set out in this Privacy Policy.



## 7. How long do we keep your Personal Information?

Please notify us of any changes to your Personal Information. We will take reasonable steps to ensure that your Personal Information is kept accurate and current.

We will retain your Personal Information for as long as needed to fulfil the purpose for which we collected it and for a reasonable period thereafter to comply with audit, accounting, contractual, technical and legal requirements, and/or to resolve any future disputes. We may retain Other Information, including non-personal information indefinitely or to the extent allowed by applicable law.

## 8. How do we secure your Personal Information?

Please notify us of any changes to your Personal Information. We will take reasonable steps to ensure that your Personal Information is kept accurate and current.

We will retain your Personal Information for as long as needed to fulfil the purpose for which we collected it and for a reasonable period thereafter to comply with audit, accounting, contractual, technical and legal requirements, and/or to resolve any future disputes. We may retain Other Information, including non-personal information indefinitely or to the extent allowed by applicable law.

### 8.1 Links to Third Party Solutions



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Some solutions may link you or enable you to obtain certain services from third parties, including for the purpose of making a payment or to share content through social media. When you do so, your Personal Information may be collected by those third parties, and not by us. We recommend that when you obtain such solutions from third parties, you review their privacy policy as the security of your data will be subject to their privacy terms rather than this Privacy Policy. We will not be responsible or liable in any manner with respect to how such third-party sites collect and/ or use your information.

## 8.2 Children

Our Services are not aimed at children (under the age of 18) and do not provide information specifically targeting children. If you are under 18 you may use our Services only with the involvement of a parent or legal guardian. However, if you have visited our application or used our Services, we may store your details as set out in this Privacy Policy.

## 9. What are your rights as a Data Subject?

You have the right to enquire on:

What Personal Information we hold about you

The purposes of processing such Personal Information

The recipients to whom the Personal Information has or will be disclosed to

How long we intend to store your Personal Information

If we did not collect the data directly from you, information about the source

The right to have incomplete or inaccurate data about you corrected or completed and the process for requesting the same

The right to request erasure of Personal Information (where applicable) or to restrict processing in accordance with applicable data protection laws, as well as to object to any direct marketing from us



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The right to report any Personal Information breach [atco@krs.in](mailto:atco@krs.in) .

## 10. Changes to this Privacy Policy

We may update Kerala Roadways's Privacy Policy from time to time. The revised and most current version of the policy will be updated and posted on the application directly. 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.

## 11. Your Consent

By using our website, applications, or our Services, you consent to our Privacy Policy. You will also be asked to review and consent to our Privacy Policy when you create an account with us.

## 12. Contact Us

At Kerala Roadways, we have a dedicated Privacy Officer to address any concerns or questions you might have about the use of your Personal Information or generally in relation to this Privacy Policy. You can always reach out to us at [co@krs.in](mailto:co@krs.in) with your grievances or questions.