

PREAMBLE

Roha Housing Finance Private Limited ("RHFPL") respects the privacy of the customers and we at **RHFPL** strongly committed to protecting it. This privacy policy is related to access or interaction of **Users (each, a "user")** on the website of **RHFPL** as well as any other media form, mobile website or mobile application related, linked or otherwise connected thereto and all product and services offered by **RHFPL** through any mode.

PERSONAL IDENTIFICATION INFORMATION

Users can visit **RHFPL** website as visitor without giving any personal information. In some cases, we may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our website, fill out a form, and in connection with other activities, services, features or resources we make available on our website. Users may be asked for, as appropriate, name, email address, phone number. **RHFPL** will collect personal identification information from Users only if they voluntarily submit such information on website or register with us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain website related activities.

COOKIES

Website of **RHFPL** may use "cookies" to area of our website that users have visited to enhance User experience. A Cookie is a small piece of data stored on your computer or mobile device by users web browser. We use Cookies to personalize the Content that you see on our Website. Most web browsers can be set to disable the use of Cookies. However, if you disable Cookies, you may not be able to access functionality on our Website correctly or at all. We never place Personally Identifiable Information in Cookies.

INFORMATION WITH REGARD TO PERSONAL INFORMATION

RHFPL will use the information primarily for the following purposes:

- All information which collected by **RHFPL** shall be used for lawful purposes and to contact you via calls, mails and/or text messages on the contact details so provided, to furnish you with information with regards to the services and products of **RHFPL**.
- Information which provided by the Users helps **RHFPL** to improve the customer service, by responding to service requests of users and support their needs more efficiently;
- For payment processing purpose;
- **RHFPL** may use the email address to responds inquiries, questions, and/or other requests of users.

RHFPL adopts appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of personal information, username, password, transaction information and stored data of User(s) on website.

Information provided by Users to **RHFPL** shall not be shared with any external organization unless the same is necessary to protect the interest of **RHFPL**. **RHFPL** may share generic information not linked to any personal identification information of Users with our business partner and trusted affiliates for the services provided to users.

SERVICE PROVIDERS

RHFPL employ third party companies and individuals to facilitate the **RHFPL** Website ("Service Providers"), to provide our Website on our behalf, to perform Website-related services or to assist us in analyzing how our Website is used. 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.

PAYMENTS PROCESSORS

We provide paid products and/or services on our Website. In that case, we use third-party services for payment processing (e.g. payment processors). **RHFPL** will not store or collect your payment card details. That information is provided directly to our third-party payment processors, who use users personal information is governed by their Privacy Policy.

CONTACTING US

If there are any questions regarding this privacy policy you may contact us.

CHANGES TO THIS PRIVACY POLICY

RHFPL has the sole discretion to update this privacy policy at any time. **RHFPL** shall post notification on website and will be effective as of the day it posted.