

LIBORD BROKERAGE PRIVATE LIMITED

Privacy Policy

INTRODUCTION - At LBPL, we are committed to protecting your privacy (personal and financial information) in accordance with Indian laws or the professional ethics permits. This Privacy Policy describes our current policies and practices in relation to the handling and use of personal information. The information is provided when you open the broking/trading and /or Demat account or register with us to receive certain services or products of LBPL, such as online share trading etc.

PURPOSE & COLLECTION OF INFORMATION- We provide any/all information that the regulatory body either ask for in form of mandatory & non-mandatory submission. On some pages we provide a form for you to enter your details so we can contact you back or to process further for providing the services, where we ask for your name, email address, PAN, contact number and your location etc in order to respond to your enquiry. We give you the option in order to improve our response to you. We also use your information to send you requested product information and promotional material and to enable us to manage your ongoing requirements and our relationship with you. We may occasionally notify you about new services and special offers, events or articles we think will be of interest to you. We may send you regular updates by email or by post on related matters. If you do not wish to receive it electronically, email or write to us.

USAGE OF INFORMATION - We strive to maintain the reliability, accuracy, completeness and confidentiality of the personal information we hold and to protect its privacy and security. We keep personal information only for as long as is reasonably necessary for the purpose for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements, We hold the information we collect from you in both electronic and hard copy format on our office premises. We ensure that your information is safe by implementing physical security on our premises and requiring passwords to access our electronic systems.

SHARING OF INFORMATION- We do not sell, trade, or rent your personal information to others; however, under certain below mentioned circumstances, we share your information

- On asked by any of the regulator including SEBI, RBI, FIU, GOI etc.
- As a part of normal business to provide the service like demat & trading, wherein registration & providing information are compulsory as part of normal legal/regulatory purposes required by the Securities and Exchange Board of India and other regulatory and government entities, and
- Wherein we invite selected third parties to participate in offers or to provide the services availed by you or may be availed in future.

- Where in for business perspective, it is necessary or compulsory to disclose your personal information to our associated person, employees, agents and contractors, or to their subcontractors. However, these parties would be required to use the information for such use exclusively.
- With entities from time to time as LBPL feel deemed to share.

We may need to provide your information to our related entities or intermediaries connected to us in addition to regulators. However, we will do our best to ensure that they protect your information in the same way that we do but further don't provide the guarantee for the same.

Upon receipt of your written request and enough information to allow us to identify the information, we will disclose to you the personal information we hold about you. We will also correct, amend or delete any personal information that we agree is inaccurate.

ANONYMOUS DATA - We use technology to collect anonymous information about the use of our website, for example when you browse our website our service provider logs your server address, the date and time of your visit, the pages and links accessed and the type of browser used. It does not identify you personally and we only use this information for statistical purposes and to improve the content and functionality of our website, to better understand our clients and markets and to improve our services.

In order to collect this anonymous data, we may use "cookies". Cookies are small pieces of information which are sent to your browser and stored on your computer's hard drive. Sometimes they identify users where the website requires information to be retained from one page to the next. This is purely to increase the functionality of the site. Cookies by themselves cannot be used to discover the identity of the user. Cookies do not damage your computer and you can set your browser to notify you when you receive a cookie so that you can decide if you want to accept it. Once you leave the site, the cookie is destroyed and no personal or other information about you is stored.

PUBLIC FORUMS - The Web Sites makes chat rooms, forums, message boards and/or news groups available to its users. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information.

CHANGES TO THIS PRIVACY POLICY-LBPL reserves the right to amend or modify this Privacy Policy at any time, as and when the need arises. We request you to visit our website www.libord.com periodically for contemporary information and changes.