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We at Ekta Partners Limited are committed to respecting your privacy and protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from), and in the interactions we may have after your visit, and tell you about your privacy rights and how the law protects you.

PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how Ekta Partners Limited collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data 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 notice of every website you visit.

THE DATA WE COLLECT ABOUT YOU

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

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

Identity Data such as your name, your employer, your title or position and your relationship to a person or information collected by us as part of our business acceptance processes.

Contact Data such as your billing address, email address and telephone numbers.

Financial Data such as bank account details.

Technical Data such as information from your visit to our website, or in relation to materials and communications we send to you electronically, including your IP address.

Marketing and Communications Data such as your preferences in receiving marketing from us, your communication preferences and information you provide to us for the purposes of attending meetings and events, including access and dietary requirements.

Personal Information provided to us by or on behalf of our clients, partners and employees or generated by us in the course of providing services and employment, including applications for employment submitted to us, which may include special categories of data.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

HOW IS YOUR PERSONAL DATA COLLECTED

We use different methods to collect data from and about you including through:

Direct interactions including when you or your organisation seek advice or employment from us, or when you or your organisation offer or provide services to us as a vendor.

Automated technologies or interactions such as when you visit, or interact with, our website or you email us or provide data in respect of attending Ekta Partners Limited' events or send an application for a position with us. In respect of our collection of personal data by the use of cookies please see our cookie policy for further details.

HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

Where we need to perform the contract we are about to enter into or have entered into with you.

Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by Contacting us.

MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing. We may use certain of your personal data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which services may be relevant for you.

You will receive marketing communications from us if you have requested information from us or if you have engaged us to provide services to you and, in each case, you have not opted out of receiving that marketing.

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by Contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us during the course of a transaction or us providing services to you.

COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our cookie policy.

DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with our affiliates, details of which can be found on our website, both inside and outside the European Economic Area (the "EEA"). We may also need to transfer personal data to third parties, including third parties based outside the EEA, such as other advisors, accountants and third parties involved in your matters.

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

DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

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 requirements.