

PRIVACY POLICY AND USER GENERATED CONTENT POLICY

This privacy policy (“**Privacy Policy**”) is in the context of and to govern the access and usage of the UP Police Mobile application, an initiative of UP Traffic Police.

This Privacy Policy describes and determines how UP Police Traffic App (Referred to as **UP Police or We/Us or Our or UP Police Traffic App**), handle and/ or deal with your (referred to as **You or Your or User**) personal and usage information, in accordance with the applicable laws of India (hereinafter collectively referred to as “**Personal Information**”).

The ‘UP Police Traffic App’ refers to the services being provided through UP Police Traffic App. Through **UP Police Traffic App**, you can access and avail services, offered by UP Traffic Police. UP Police Traffic App allows you to access UP Police Traffic Service. UP Police Traffic App aims to provide a personalized experience and also recommend services based on your personal and usage details.

This Privacy Policy inter alia determines and explains:

A. What all types of information are collected from you?

- Your personal, demographic, location, device and other similar information may be collected. The information collected by us shall depend on the services being used by you and may vary from time to time which will be informed through changes in this policy.
- Completing your profile shall help us provide you better user experience such as pre-filling the forms with available information (which can be edited), providing service recommendation based on your personal information etc.
- Your usage details may be used for the necessary analytics purpose, to enhance your experience such as recommendations based on usage history, reminders for services getting due etc.

B. How do we use Your Personal Information and/or collected usage data/statistics?

- Your Personal Information shall help us customize the service(s) offering and enhance your experience in future
- Device and location information shall help us in adapting the content/display as per your device and/or recommending you the services according to your location, usage etc.

C. How do We handle/manage your Personal Information?

- All your personal information shall be stored in encrypted form and shall only be shared with our registered Service Providers on the need basis to deliver the requested services.
- None of your Personal Information shall be shared with any other individual and/or any other parties without your express consent except that required by or under applicable laws
- Except for the purposes mentioned above, most of the collected Personal Information shall only be used for user categorization/classifications for the purposes of analytics

This Privacy Policy should be read in conjunction with the Terms of Service/Use available at <http://traffic.uppolice.gov.in>

We collect, receive, possess, or store the Personal Information, to enable us to serve you effectively, and to enable us to provide more personalized and enhanced experience to you. If the terms of this Privacy Policy are not acceptable to you, please do not use UP Traffic Police App and/ or the services provided through it.

- When you register with UP Police Traffic app, then you need to provide your personal information such as name, mobile number, e-mail id, address, phone number, gender, date of birth and any information that may be required by us for allowing you to access the UP Police Traffic App/Portal and for availing the services offered on the App/Portal.
- We collect information such as Name, Mobile No, Email Id, District etc. However, no attempt is made to link these with the identity of individuals visiting the UP Police Traffic App or Portal.
- We do not share/ disclose any information with any individual or organization (public or private) unless and until it is required by law or it is authorized by the account holder.
- We allow you to review any information or content prior to submission with our registered Service Providers for service delivery.
- We allow you to delete your account any time you wish. We will remove all your Personal Information from the system so that it is not visible and/or accessible from any regular operation. However, the Personal Information shall be retained in an encrypted manner for the purposes of legal requirements/ compliances.
- If you simply delete/remove the UP Police Traffic App from your mobile device but do not delete your profile or deregister yourself from the UP Police Traffic

App, you shall continue to be a registered User of the UP Police Traffic App and we shall continue to send you all promotions/ newsletters/ notifications, that you have opted to, unless and until you opt-out of such communications.

- Personal Information collected may be used by UP Police Traffic App and its registered Service Providers *inter alia*, for:
 - Providing services to you and/or facilitating services delivery
 - Sending promotional features/materials to you regarding UP Traffic Police and services offered from agencies in UP Police
 - Enhancing the efficiency/quality of services offered on UP Police Traffic Police App
 - Resolving any disputes that may arise with respect to the transactions/ deals that you may conduct using UP Police Traffic App
 - Monitoring user activity and preferences as evidenced from user's activity on UP Police Traffic App to provide a better experience in future
 - Detecting, investigating and preventing activities that may violate Our policies or that may be illegal or unlawful
 - Conducting research or analyzing the user preference, demographics as statistical data and not as individual data
 - Any other purposes required for offering the services on UP Police Traffic App and/or for enhancing user experience
 - Any purpose as may be required under applicable laws.
- Personal information as submitted and/or captured may be shared with law enforcement agencies and other Government departments if the UP Traffic Police has a good faith/ belief that access, use, preservation or disclosure of the information is reasonably necessary to:
 - meet any applicable law, regulation, legal process or enforceable government request;
 - enforce applicable Terms of Service, including investigation of potential violations;
 - detect, prevent or otherwise address fraud, security or technical issues;
 - Protect against harm to the rights, property or safety of UP Police Traffic App System, other users or the public as required or permitted by law.
- It will be a constant endeavor to protect the system from unauthorized access or unauthorized alterations, disclosure or destruction of information. In particular, all the information will be held in encrypted form and the communication channels for accessing the portal and transfer of data is encrypted using defined encryption mechanism as permissible under the law.

In case of any grievances, you may send your complaints for redressal to:

dirtraffic@nic.in