



## Data Privacy Policy



### **MAS RURAL HOUSING & MORTGAGE FINANCIAL LIMITED**

Protecting the security and privacy of your personal data is important to MAS; therefore, we conduct our business in compliance with applicable laws on data privacy protection and data security. We hope the policy outlined below will help you understand what data MAS may collect, how MAS uses and safeguards that data and with whom we may share it.

MAS are the sole owners of the information collected on our website. We acknowledge and accept that the personal details that you impart to us, is to be kept in strict confidentiality. We shall use this information only in the manner which would be beneficial to our customers. We consider our relationship with you as invaluable and strive to respect and safeguard your right to privacy.

We shall protect the personal details received from you with the same degree of care, but no less than a reasonable degree of care, to prevent the unauthorized use, dissemination, or publication of this information as we protect our own confidential information of a like nature. The information we collect is limited to information provided by you on applications or other web forms, which can include name, contact information, demographic information such as business location, etc. The information gathered is needed to help us understand your needs and to provide you excellent customer service, for internal record keeping, to improve our products, services and customer satisfaction. We do not compromise with the security of such information at any level and our only concern is dealing with you on a customer basis. We implement a variety of security measures to prevent unauthorised access and maintain the safety of your personal information when you enter, submit, or access the same. The personal information you provide to us will be retained for minimum one year or such period as may be statutorily required.



We shall use the personal information to improve our service to you and to keep you updated about our new product or information that may be of interest to you. The information collected from you would be used in the right spirit and context in which it is intended to be used. Your information would be used by us to process your request and to carry out the settlements of your obligations.

we would ensure that we collect personal information only to the extent it is necessary to administer our services in the best possible manner and what is required under the various regulations of Indian Laws. To ensure high quality services and high degree of value addition to you, we may combine the information given by you on the web or through other channels.

When you view one of our Web sites, we may store some data on your computer in the form of a "cookie" to automatically recognize your PC next time you visit. Cookies can help us in many ways, for example, by allowing us to tailor a Web site to better match your interests or to store your password to save you having to reenter it each time. If you do not wish to receive cookies, please configure your Internet browser to erase all cookies from your computer's hard drive, block all cookies or to receive a warning before a cookie is stored.

MAS will not knowingly collect personal data from children without insisting that they seek prior parental consent if required by applicable law. We will only use or disclose personal data about a child to the extent permitted by law, to seek parental consent pursuant to local law and regulations or to protect a child. The definition of "child" or "children" should take into account applicable laws as well as national and regional cultural customs.



Under certain circumstances if we consider appropriate to share the information given by you with the third parties, where we feel they can contribute to add value and improve the quality of services imparted by us to you, it would or endeavor that the said third party also protects the data with same level of security as is done by Company. We may also be required to impart your personal information wherever it is required to be disclosed under law to any of the government agency or regulatory bodies. We ensure that the personal information given to us by you on the web is placed in the secured portion of our web-site.

To enable us serve you better, it is necessary that your personal information available with us is updated and accurate. Our web-site enables you to update your personal information. You can also send us an e-mail at Customer Service and we shall ensure that your information is updated and protected from any misuse or unauthorised revelation.

Please email us on have. [mrhmfl@mas.co.in](mailto:mrhmfl@mas.co.in) with any questions or comments you may have.