



Privacy Statement 2023

Effective Date: January 1, 2023

What's New?

Documented Privacy Practices:

Enhanced transparency with detailed documentation available for review.

Who Are We?

We are Arka Information Systems Limited, including our subsidiaries and affiliated entities (hereinafter referred to as “ARKA,” “We,” or “Us”). ARKA is the Data Controller of your personal data as described in this Privacy Statement, unless otherwise specified. If you are based in the European Economic Area (EEA), our representative office is Arka Information Systems Limited, [58 Stoneridge Circle | Stamford CT 06902], USA.

Our Commitment to Privacy

At ARKA, we are dedicated to safeguarding your personal information and ensuring your privacy. This Privacy Statement outlines how we collect, use, store, and protect your personal data, aiming to maintain transparency and give you control over your information.

What's New in 2016?

- **Introduction of Data Minimization:** In 2016, we have enhanced our data collection practices to emphasize data minimization, ensuring that we collect only the information necessary for specific, legitimate purposes.
- **Strengthened Data Security Measures:** We have implemented advanced security protocols to better protect your personal data, including multi-factor authentication and encryption enhancements.
- **Enhanced Data Subject Rights:** We have further refined our processes to support your right to erasure (the right to be forgotten), making it easier for you to request and manage the deletion of your personal data.

Core Components of Our Privacy Program

1. Data Collection and Processing

- Our data collection practices adhere to the principle of data minimization, ensuring that only essential information is collected and processed for clearly defined purposes.
- We have updated our consent management practices to include detailed information on the purposes of data collection, providing you with greater clarity and control over your data.

2. Data Subject Rights

- We have expanded the scope of your rights, particularly focusing on the right to erasure. Our updated processes make it straightforward for you to request the deletion of your data when it is no longer needed or when you withdraw your consent.
- Our privacy support channels remain available to assist you in exercising your rights and addressing any concerns you may have regarding your personal data.

3. Data Security

- We have significantly strengthened our data security measures in 2016. This includes the implementation of multi-factor authentication, advanced encryption technologies, and more frequent security audits to protect your personal data from unauthorized access and breaches.
 - Continuous monitoring and security assessments are conducted to ensure the effectiveness of these measures in protecting your data.
- 4. Privacy Impact Assessments (PIAs)**
- Our Privacy Impact Assessments have been expanded to include new technologies and data processing activities. These assessments help us identify and mitigate privacy risks, ensuring that our projects comply with the latest privacy standards and regulations.
- 5. Data Breach Response**
- Our data breach response plan has been further refined to ensure rapid and effective responses to any incidents. This includes improved notification procedures to inform affected individuals and authorities promptly, in line with updated legal requirements.

Maintaining Currency with Evolving Privacy Requirements

1. Regulatory Compliance

- ARKA continues to stay ahead of the curve in privacy compliance, adapting to new laws and regulations as they emerge. Our compliance team is dedicated to ensuring that our privacy practices are always aligned with the latest legal requirements.

2. Regular Policy Reviews

- We have instituted more frequent reviews of our privacy policies to ensure that they remain relevant and effective in protecting your personal data. These reviews incorporate the latest legal developments and industry best practices.

3. Training and Awareness

- Our privacy training programs have been updated to reflect the latest changes in privacy laws and our internal policies. This training is mandatory for all employees, contractors, and third-party vendors, ensuring that everyone handling personal data is fully informed and compliant.

What Does This Privacy Statement Cover?

This Privacy Statement applies to any personal data we may process about you, collected directly or through third parties, when you:

- Visit our ARKA-branded websites, online services, and social media pages.
- Send or receive communications to/from us.
- Use our products and services as an employee of one of our customers, to the extent that we are acting as a controller of your personal data.

- Register for, attend, or participate in our events, webinars, campaigns, or contests.
- Visit our offices.
- Access, use, or download content from us.

Our Commitment to Children's Privacy

Our websites and services are not intended for children under 16 years of age. We do not knowingly collect or solicit information from children under 16 years old. If we discover that we have collected personal data from a child under 16 without parental consent, we will take steps to delete the information as soon as possible.

Types of Personal Data We Process

We may process a variety of personal data, including:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Usage Data:** Information about how you use our websites and services, including IP address, browser type, and activity logs.
- **Business Information:** Information related to your company or organization, such as business address and job title.
- **Communication Data:** Content of emails, messages, and other communications you send to us.

Why Do We Process Your Personal Data?

We process your personal data to:

- Provide, operate, and improve our products and services.
- Communicate with you, including sending newsletters, updates, and promotional materials.
- Comply with legal obligations and respond to lawful requests from public authorities.
- Conduct research and analysis to enhance our offerings.
- Protect the security and integrity of our websites, services, and systems.

How Long Do We Retain Your Personal Data?

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected or as required by law. Once your personal data is no longer needed, we will securely delete or anonymize it.

Your Rights

You have the right to:

- Access your personal data and receive a copy of it.
- Request the correction of inaccurate or incomplete data.

- Request the deletion of your data where it is no longer needed.
- Restrict the processing of your data under certain conditions.
- Object to the processing of your data for direct marketing purposes.
- Withdraw consent where it was previously given.
- Exercise the right to data portability.

To exercise any of these rights, please contact us at [legal@arkainformations.com].

Data Transfers and Sharing

Your personal data may be transferred to and stored in locations outside your country of residence. We take all necessary steps to ensure that your data is protected in accordance with this Privacy Statement and applicable law, including the use of data transfer agreements where required.

How Do We Safeguard Your Personal Data?

We use a variety of security measures, including encryption, access controls, and regular security audits, to protect your personal data from unauthorized access, loss, or misuse.

Amendments to This Privacy Statement

We may update this Privacy Statement from time to time to reflect changes in our practices, legal requirements, or other factors. We will notify you of any significant changes and update the “Effective Date” at the top of this statement accordingly.