

# SIA Publishers app Privacy Policy

**Last Updated: May 25, 2018**

This privacy policy applies to [www.siapublishers.com](http://www.siapublishers.com) owned and operated by SIA Publishers & Distributors Private Limited. This privacy policy describes how SIA Publishers & Distributors Private Limited collects and uses the personally identifiable information you provide on our app: SIA Publishers. It also describes the choices available to you regarding our use of your personally identifiable information and how you can access and update this information.

[siapublishers.com](http://siapublishers.com) respects your privacy. As we develop our online presence, we will revise our Privacy Policy to reflect our practices and to meet any legislative or other requirements. The terms of this Privacy Policy form part of and should be read in conjunction with the [Terms of Use and Licenses](#) which govern this Website.

## Collection of personally identifiable information

SIA Publishers & Distributors Private Limited is the sole owner of the information collected on SIA Publishers app. SIA Publishers app collects personally identifiable information from our users at several different points on our Web site.

If you purchase a product or service from us, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name, email, and billing address) and financial information (such as credit card number, expiration date).

We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

After registering an account with us, you will receive an email containing a welcome message and your login details. After successfully completing a purchase, you will receive an email invoice of your order.

If you purchase a gift certificate from us, we will ask you for the name and email address of the recipient in order to fulfill the purchase request. The information is not used for any other purpose.

SIA Publishers app will collect information generated by its web servers for the purpose of assessing the technical performance of its systems and to enhance service levels.

From time to time, we may also request and you may choose to provide us with personally identifiable information through the use of the Website or through email addresses available from our Website.

If you do not provide us with the personally identifiable information that we request, we may not be able to properly assess your request for service and the level of service we can provide you may be reduced to the extent that you do not provide us with relevant information.

We will not collect sensitive information about you from anyone else without your consent.

## Use and Disclosure of Information

We will use personally identifiable information you provide to us for the purpose of providing you with the service or product that you have requested. We do not share personally identifiable information with third parties.

We will not sell, rent, trade, share, reveal or disclose any of your personally identifiable information, unless

- you have specifically requested that we do so;
- we deem it necessary to provide you with services you have requested;
- required to disclose personal data in response to lawful requests by public authorities
- as required by law, such as to comply with a subpoena, bankruptcy proceedings, or similar legal process;
- our terms and conditions state that we will;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request; or
- We have reason to suspect that unlawful activity has been, is being or may be engaged in and the use or disclosure of your personally identifiable information is a necessary part of our investigation of the matter or in reporting our concerns to relevant persons or authorities.

We may provide aggregate information and statistics about SIA Publishers app's customers, sales traffic patterns and related site information to third parties but these statistics will not include individual personally identifiable information. We use a credit card processing company to bill you for goods and services. These companies do not retain or share, store or use personally identifiable information for any other purposes. We may provide your personal information to companies that provide services to help us with our business activities such as shipping your order or offering customer service. These companies are authorized to use your personal information only as necessary to provide these services to us.

We may use your contact information to send you information about our Services, to market to you, and to help prevent spam, fraud or abuse. You may use your settings for email and mobile notifications to control notifications you receive from us. You may also unsubscribe from a notification by following the instructions contained within the notification or the instructions on our website.

## Tracking Technologies

We SIA Publishers & Distributors Private Limited and our affiliates, or analytics use technologies such as cookies, beacons, tags, and scripts, to analyze trends, administer the website, tracking users' movements around the website, and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual and aggregated basis.

We use cookies to improve the functionality of its site and to support all browsers. SIA Publishers app uses cookies to assess the performance of the Website and to confirm your preferences and for user authentication. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our app, but your ability to use some features or areas of our website may be limited.

We use Local Storage, such as HTML5, to store content information and preferences. Various browsers may offer their own management tools for removing HTML5.

## Analytics/Log files

As is true of most web sites / apps, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and click stream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We do not link this automatically-collected data to personally identifiable information.

## Access to Personally Identifiable Information

Upon request SIA Publishers & Distributors Private Limited will provide you with information about whether we hold any of your personal information. If you're personally identifiable information changes, or if you no longer desire our service, you may update, delete/remove it by logging in to your account or by emailing Customer Support at [privacy @SIA Publishers](mailto:privacy@SIA Publishers) or by contacting us by telephone or postal mail at the contact information listed below. We will respond to your request within a reasonable timeframe.

We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## Choice/Opt Out

We provide you the opportunity to "opt-out" of having your personally identifiable information used for certain purposes, when we ask for this information. For example, if you create an account but do not wish to receive any additional marketing/promotional material from us, you can indicate your preference on our registration form. Customers may not opt-out of purchase invoices and confirmation emails as these are obligatory.

If you sign up for our email alerts, notifying you of new book releases, and you no longer wish to receive our alerts and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at [privacy @SIA Publishers](mailto:privacy@SIA Publishers).

You will be notified when your personally identifiable information is collected by any third party that is not our agent/service provider, so you can make an informed choice as to whether or not to share your information with that party.

## Data Security

SIA Publishers app takes your privacy and the privacy of all its customers very seriously. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once it is received.

If you have any concerns about your privacy and the use of the Website or any of SIA Publishers app's services or products, please contact [privacy @SIA Publishers app](mailto:privacy@SIA Publishers app). We will respond to your request to access 30 days.

You may request that we provide you with a copy of the personally identifiable information collected by us from your use of the Website or through your dealings with us. You may make this request by contact us at the below mentioned details and providing the requested details.

## E-commerce Transactions

If you choose to purchase a product or service from SIA Publishers app online, SIA Publishers app only stores enough information concerning your transaction as to permit it to verify your instructions and reconcile payment information from its merchant clearance system.

We process online payments through Stripe (for credit and debit card purchases) and PayPal, who can be contacted here:

<https://razorpay.com/>

SIA Publishers app does not store your credit card number, CVV code or card expiry date.

## Tell-a-Friend

If you choose to use our referral service to tell a friend about our site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site. SIA Publishers app does not store this information.

## Links to Other Sites

This Web site contains links to other sites that are not owned or controlled by SIA Publishers app. Please be aware that we, SIA Publishers app, are not responsible for the privacy practices of such other sites.

We encourage you to be aware when you leave our site and to read the privacy policy of each and every Web site that collects personally identifiable information.

This privacy statement applies only to information collected by this Web site.

## Social Media Widgets

Our Web site includes Social Media Features, such as the Facebook Like button and Widgets, such as Twitter and Blogspot or interactive mini-programs that run on our site. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

## Changes to Privacy Policy

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page prior to the change becoming effective.

## Business Transitions

In the event that SIA Publishers app goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via a notice on our Web site for 30 days of any such change in ownership or control of your personally identifiable information.

## Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us at:

SIA Publishers & Distributors Private Limited, trading as SIA Publishers app

5-1-911/5 Biyabani Square Building,  
Putli Bowli Lane, Koti,  
opp. Osmania Medical College,  
Hyderabad, Telangana 500095

## SIA Publishers app's Business

We conduct the following business:

1. Provide intelligent, helpful reading recommendations to our members.
2. Enable our members, through the SIA Publishers app website and its associated domains and apps (collectively the "Website"), to buy, borrow or otherwise acquire access to, download, store, read, use and manage eBooks for their personal use.

## The domains and services covered by this privacy policy

1. SIA Publishers Mobile app
2. www.siapublishers.com

## Reasons/purposes for processing information

We process personal information to enable us to make better, more helpful reading recommendations; to sell goods and services to and to support and advise our members; to promote and advertise our services; maintain our own accounts and records and to support and manage our employees.

In order to perform these tasks well, we need to store information about you and your correspondence with us, and your shopping and browsing activity on the Website.

There are only two lawful reasons that we process and store information about you, and they have formal, legal definitions.

1. **Consent:** You have given clear consent for us to process your personal data for a specific purpose.
2. **Legitimate Interests:** The processing is necessary, in order for us to provide the products and services that we offer, or to enable you to benefit most from SIA Publishers app.

## The kind of information SIA Publishers app collects

### Data that we might store when you visit our website, before you sign up as a member of SIA Publishers app

Information	Purpose	Lawful basis
<b>IP address</b> We detect and store your IP address <a href="#">[definition]</a> whenever you visit SIA Publishers app	Geo-Location customization	<b>Legitimate interests.</b>  If we know your IP address, we can customize your experience on SIA Publishers app so that we will display content to you that is relevant to your location. For example, we'll show you bestseller lists, and offer you topical new titles that are relevant to your location.  Additionally, we are required under many of our supply agreements to take note of visitors' IP addresses in order to keep promises we've made to book publishers that we will restrict the sale of their eBooks so that they are only offered for sale in those territories for which each publisher has permission to sell those eBooks.
<b>Cookie Information</b>	Sales referral attribution	<b>Legitimate interests</b>  Cookies enable us to keep track of what you've put in your shopping cart and

Referring URL	Shopping cart contents	remember who you are when you return to our site.
Unique identifier	Customized recommendations	Cookies enable us to meet our contractual obligations to make payments to third parties (like Google and Commission Junction) when a product is purchased by someone who was referred to our website from a site operated by those parties.

## Further data that we might store after you've signed up.

Information	Purpose	Lawful basis
<p><b>Titles of the ebooks that you have bought or shown an interest in, including:</b></p> <p>Titles you have bought from us</p> <p>Titles you have clicked on</p> <p>Words or phrases you've searched for</p> <p>Titles you add to your wish list</p> <p>Titles you've added to the shopping cart but have not yet bought</p> <p>Subject categories of ebooks you've bought or shown an interest in</p>	<p>This enables us to keep a proper record of your ebooks, so they will always be accessible to you after you've bought them.</p> <p>We keep your wish-list up to date on your behalf.</p> <p>And the information helps us to make useful reading suggestions.</p>	<p><b>Legitimate interests</b></p> <p>We act as custodians of the ebooks you've bought from us and accordingly we maintain your "eBookshelf" and wish list for your future access and use.</p> <p>In our role as a recommendation service, we use this information to provide you with useful advice about what to read.</p> <p>If you put an ebook in your shopping cart and then don't buy it, we might remind you about that next time you visit, or notify you within our apps or via email.</p>
<p><b>Personal details, including:</b></p> <p>your name,</p> <p>address,</p> <p>phone number,</p> <p>email address,</p> <p>website login password,</p> <p>credit card numbers, expiry dates and CVV codes,</p> <p>the history of your financial transactions with us, and</p> <p>any correspondence you conduct with us.</p>	<p>This information is collected to enable us to protect the security of your SIA Publishers app account and your credit cards, to quickly process your card payments, and in order to conduct normal day-to-day business with you.</p>	<p><b>Legitimate interests.</b></p> <p>It is necessary for us to collect and hold this information to make your experience at SIA Publishers app simple and efficient, and for us to be able to contact you as our customer in the normal course of business.</p> <p>Email recommendations</p>
<p><b>For each browser session when you log in to your account at SIA Publishers app, we store the following information:</b></p> <p>Your IP address</p> <p>Browser type (Chrome, Firefox, etc.)</p> <p>Browser Version number</p> <p>Color Depth (a number that describes how colours are displayed on the screen)</p> <p>CPU (the central processing unit in your computer or device. Sometimes</p>	<p>To customise your experience at SIA Publishers app</p>	<p><b>Legitimate interests.</b></p> <p>By understanding the hardware and software in your computer or device and your location, we are able to <b>customise your experience</b> on SIA Publishers app so that we display content to you that is relevant to your location, and our system will configure our web pages so that they look and function better for you.</p> <p>For example, we'll show you bestseller lists, and offer you topical</p>

<p>called the “brains” of the computer.)</p> <p>Date and time of your visit</p> <p>Device name (E.g., “iPad”)</p> <p>Device Type (Whether your device is a computer, tablet or phone)</p> <p>Flash Version</p> <p>Installed Fonts</p> <p>JavaVersion</p> <p>MimeTypes</p> <p>OS</p> <p>OsVersoin</p> <p>Installed Browser Plugins</p> <p>Screen resolution of your device (dimensions)</p> <p>SilverLightVersion</p> <p>System Language</p> <p>Time zone</p> <p>User Agent</p> <p>Date and time of any ebook downloads</p>		<p>new titles that are relevant to your location. And knowing the type and dimensions of your device enables us to display our content in a more pleasing way.</p> <p>We are obliged under our supply agreements with book publishers to take note of visitors’ geographic location in order to keep promises we’ve made to book publishers that we will restrict the sale of their ebooks so that they are only offered for sale in those territories for which each publisher has permission to sell those ebooks.</p> <p>We are obliged under our supply agreements with book publishers to impose limits on the frequency with which users download a given ebook. Tracking the date and time of your ebook downloads enables us to comply with these obligations.</p>
<p><b>Each time you access an ebook using our <a href="#">online reader</a> app. (That’s a web browser-based reading application. This is different from when you download a whole ebook to your computer or device.)</b></p> <p>The information below is collected in addition to the information we collect whenever you access our Website:</p> <p>Your reading progress through the ebook</p> <p>Any “annotations” you make; including notes, highlighting and book-marks.</p> <p>Length of time each reading session takes.</p>	<p>Enables the proper functioning of the Online Reader</p>	<p><b>Legitimate interests.</b></p> <p>It is necessary for us to retain this information, so that:</p> <p>you will be able to resume at the last page you were reading, next time you open to the ebook, and</p> <p>You’ll be able to keep your margin notes, book-marks and any highlighting you’ve made within the pages of the ebook.</p>
<p><b>Your correspondence with us:</b></p> <p>Email messages you send to SIA Publishers app,</p> <p>Messages you post on our Website such as support queries, comments and product reviews.</p>	<p>So we can respond helpfully the next time you contact us</p>	<p><b>Legitimate interests</b></p> <p>It is necessary for us to retain this correspondence, as is common practice in all well-run businesses.</p>

## Sharing your information with third parties

We use your information only as set out in this Policy and will not sell, rent or pass your information on to others for marketing purposes without your consent.

We may however provide aggregate statistics about our customers, sales traffic patterns and related site information to reputable third-party vendors and relevant affiliate partners, but these statistics will include no personally identifying information.

We never pass on information to any third party which would enable the recipient to identify you personally, except:

1. For the purpose of processing purchase transactions (credit card, PayPal, etc.), and
2. Where we believe in good faith that this release is reasonably necessary to comply with the law.

We may provide information to the following service providers for the reasons set out below.

Third Party	Information	Purpose	Lawful basis
Payment processing services including razorpay	Personal details, including your name, address, phone number, email address, credit card numbers, expiry dates and CVV codes, and your IP address	Payment processing	Legitimate interests.

## Cookies

Our site uses cookies to keep track of your visits to our website. A cookie is a small file that can be stored by your browser on your computer's hard drive. We may use these to do a number of things:

- We use cookies to deliver content specific to your interest and to save your password so that you don't have to re-enter it every time you visit our site.
- Cookies help us to recognise when you next visit our website and note the recommendations displayed to you. This allows us to tailor the service we provide to your preferences.

You can usually change your browser so that it will not accept cookies. If you'd like to learn more about cookies in general and how to manage them, visit [www.aboutcookies.org](http://www.aboutcookies.org)

## What Are Cookies?

SIA Publishers app places tiny text files called cookies onto your computer, tablet or mobile device. This is standard practice for almost all websites.

Cookies are not harmful to your computer and are an essential part of online shopping. They allow us to give you a more efficient customer experience.

## What Are Cookies Used For?

There are two main types of cookie; we call them "first party" and "third party" cookies.

First party cookies are small data files that we use for things such as keeping track of what you've put in your basket and remembering who you are when you return to our site. We don't save personal information such as credit card details in the cookies we create.

Third party cookies are set on our behalf. The most important of these are Google and Commission Junction, who display text or banner adverts on our behalf on a number of other reputable websites or in Internet search results. Commission Junction does not collect personal data from our website. Because our website uses Google Analytics to help us optimise our web pages and better understand the website's traffic, if you visit us while you're logged in to your Google account (like Gmail, for example) then some of your browsing activity on our site may be ...

<https://www.google.com/policies/technologies/partner-sites/>

Cookies enable us to meet our contractual obligations to make payments to third parties (like Google and Commission Junction) when a product is purchased by someone who has visited our website from a site operated by those parties.

## Email and In-App Marketing

We send three types of timely messages to our members:

<b>Message type</b>	<b>Consent-type</b>	<b>Purpose</b>	<b>Lawful basis</b>
<b>Subject category recommendation newsletters</b>	Opt-in	Members can sign up to receive occasional, curated reading suggestions from our editors. You can control which newsletters you receive, if any, here.	<b>Consent</b> You will only be enrolled in our newsletter service if you choose to do so.
<b>Critical system, policy or service announcements</b>	You can't opt out of these necessary, critical messages, except by closing your account with SIA Publishers app.	We, very rarely, need to contact our members to advise them of changes to our services or policies, or system updates.	<b>Legitimate interests</b> As with any business relationship it is sometimes necessary for us to contact you.
<b>Reminders and <i>ad hoc</i> alerts.</b>	Opt-out	In our role as a recommendation service we will occasionally contact you with reading recommendations (like a new ebook from an author you've read before); or we might remind you that you left an ebook in your shopping cart – that kind of thing.  You can opt out of these messages here.	<b>Legitimate interests</b> We send reminders and ad hoc alerts to our members as part of our recommendation service.