

# Privacy Policy – RCS Message Campaign

## **Vidya Sahakari Bank Ltd**

### 1. Introduction

Vidya Sahakari Bank Ltd values your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store, and protect your information when you interact with our RCS (Rich Communication Services) messaging campaigns.

By opting in to receive RCS messages from Vidya Sahakari Bank Ltd, you agree to the terms of this Privacy Policy.

### 2. Information We Collect

We may collect the following information:

- Full Name
- Mobile Number
- Email Address (if provided)
- City/Location
- Project Preference
- Inquiry Details
- Booking Information (if applicable)

Information is collected through:

- Website inquiry forms
- Landing pages
- Social media advertisements
- Property exhibitions
- Direct sales communication
- Telephonic conversations

### 3. Purpose of Data Collection

Your information is used for:

- Sending RCS promotional messages
- Project launch announcements
- NA Plot & Bungalow scheme updates

- Site visit coordination
- Booking confirmations
- Payment reminders
- Customer support communication
- Improving marketing campaigns and customer experience

#### 4. Consent

We send RCS messages only to users who:

- Have voluntarily shared their mobile number
- Have provided explicit consent
- Have interacted with our advertisements or inquiry forms

Users may withdraw consent at any time.

#### 5. Data Sharing

KNK Builders:

- Does not sell, rent, or trade customer data to third parties.
- Shares data only with authorized telecom operators, DLT-registered platforms, or RCS service providers strictly for campaign execution.
- Ensures third-party vendors follow confidentiality obligations.

#### 6. Data Security

We implement reasonable administrative and technical safeguards to protect personal information from:

- Unauthorized access
- Misuse
- Disclosure
- Alteration
- Destruction

#### 7. Data Retention

Personal information is retained:

- As long as necessary for campaign and business purposes
- To comply with telecom, legal, and regulatory requirements
- Until the user requests deletion (subject to applicable laws)

## 8. Opt-Out / Unsubscribe

You may opt out of RCS communications by:

- Replying STOP
- Contacting our customer support
- Emailing us with an unsubscribe request

After opting out, promotional messages will cease within a reasonable period.

## 9. Children's Privacy

Our RCS campaigns are intended for individuals above 18 years of age. We do not knowingly collect data from minors.

## 10. Updates to This Policy

KNK Builders reserves the right to modify this Privacy Policy at any time. Updated versions will be available on our official communication platforms.

## 11. Contact Information

### **Vidya Sahakari Bank Ltd**

Customer Care: 1800-257-5021

Email: [it@vidyabank.bank.in](mailto:it@vidyabank.bank.in)

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