



## Privacy Policy

**Effective Date: 25th September,2025**

**Last Updated On: 25th September, 2025**

Vadilal Enterprises Limited ("we", "us", "our" or "Vadilal") is committed to protecting the privacy of its visitors ("you") accessing to our Internet world wide web site / web page available at [www.vadilalicecreams.com](http://www.vadilalicecreams.com) (the "Site"/"Page") that links directly to this privacy policy about the protection of personal information online. We aim for the Site/Page to be a safe and enjoyable environment for you.

This Privacy Policy outlines how we collect, use, disclose, store and protect your information during our social media campaign.

This privacy policy (the "Policy") primarily describes:

- the information that we collect through the Site/Page, which is hosted and operated from India;
- the use and role of cookies and similar technologies on our website/webpage; and
- the security measures we have in place to protect the information we gather.

This Policy does not govern our collection of information through any website/webpage or by any other means, other than through the Site/Page or the collection of information by any sponsors or affiliated companies ("Affiliated Entities").

For the purposes of this Policy, Process/processing shall mean a wholly or partly automated operation or set of operations performed on digital personal data and includes operations such as collection, recording, organization, structuring, storage, adaptation, retrieval, use, alignment or combination, indexing, sharing, disclosure by transmission, dissemination or otherwise making available, restriction, erasure or destruction.

We encourage you to read this Policy before using/visiting our Site/Page. By using/visiting the Site/Page, you agree to the terms and conditions of this Policy. If you do not agree to the terms and conditions of this Policy, please do not use/visit the Site/Page.

### 1. Information We Collect :

#### a) We may collect the following information:

Personal Information:

You are not ordinarily required to register or provide Personal Information in order to access our Site/Page. We collect Personal Information from you only when you voluntarily provide it to us - for example, in contacting us through the Site/Page, answering surveys and polls, entering contests and similar promotions, signing up for email updates and announcements concerning our products and special promotions and purchasing Vadilal merchandise. Personal Information may include your contact information (such as your name, postal address, mobile/telephone numbers and/or email address), as well as your payment information, such as debit / credit card number and expiration date ("Payment Information"), as and when required, which we may collect if you wish to purchase any product or service made available through the Site/Page ("Transaction").

#### b) Aggregate Information:

When you visit and interact with the Site/Page, Vadilal and third parties with whom Vadilal has contracted to provide services to Vadilal, may collect anonymous information from three sources: server log files, cookies, and "pixel

#### i) Server Log Files:

Your Internet Protocol (IP) address is an identifying number that is automatically assigned to your computer by your Internet Service Provider (ISP). This number is identified and logged automatically in our server log files whenever you visit the Site/Page, along with the time(s) of your visit(s) and the page(s) that you visited. We use the IP addresses of all Visitors to calculate Site/Page usage levels, to help diagnose problems with the Site's/Page's servers and to administer the Site/Page. We may also use IP addresses to communicate or to block access by Visitors who fail to comply with our Terms of Service. Collecting IP addresses is standard practice on the Internet and is carried out automatically by many websites/webpages.

## VADILAL ENTERPRISES LIMITED

Reg. Office : Vadilal House, 53, Shrimali Society, Nr. Navrangpura Railway Crossing, Navrangpura, Ahmedabad - 380009. Ph. No.: 079-26564019-24.

3rd Floor, South Block, Punishka House, Next to One-42, Opp. Jayantilal Park BRTS Bus Stop, Bopal - Ambli Road,

Ahmedabad - 380058. Ph. No.: 079-48081200. Email id : [investor.relations@vadilalgroup.com](mailto:investor.relations@vadilalgroup.com)

Email id : [info@vadilalgroup.com](mailto:info@vadilalgroup.com). Website : [www.vadilalicecreams.com](http://www.vadilalicecreams.com) / [www.vadilalgroup.com](http://www.vadilalgroup.com). CIN No: L91110GJ1982PLC005169



**ii) Cookies:**

Cookies are data that a web server transfers to an individual's electronic device for record keeping purposes. Cookies are an industry standard used by most websites/webpages and help facilitate users' ongoing access to and use of a particular website/webpage. Cookies do not cause damage to your electronic device or files and only the website/webpage that transferred a particular cookie to you can read, modify or delete such cookie. If you do not want information collected through the use of cookies, there are simple procedures in most browsers that allow you to delete existing cookies, to automatically decline cookies or to be given the choice of declining or accepting the transfer of particular cookies to your electronic device. You should note, however, that declining cookies may make it difficult or impossible for you to use portions of the Site/Page.

**iii) Pixel Tags:**

We may use pixel tags (also known as web beacons, clear GIFs or tracking pixels) on our website/webpage, emails and other digital communications. These are tiny, transparent image files embedded in content that allow us to collect information about how you interact with our services. Pixel tags help us to determine whether an email was opened and when, track which links in an email were clicked, measure engagement with our website/webpage and digital advertisements, analyse the effectiveness of marketing campaigns and improve user experience by tailoring content and offers. When a pixel tag is triggered (e.g., when you open an email or load a webpage), it may automatically collect your IP address, Browser and device type, Operating system, Email client used, Date and time of interaction and Interaction behaviour (e.g. clicks on links or time spent on a page). This data may be collected directly by us or by authorized third-party service providers (such as analytics or marketing platforms). You can control or limit the use of pixel tags by disabling images in your email settings (to prevent loading of tracking pixels), adjusting your browser's cookie and tracking settings, opting out of marketing emails, which often contain pixel tags.

**c Social Media Profile Data:**

We may collect social media profile data which refers to the structured and unstructured information associated with a user's account on a social media platform. This data may include, but is not limited to, your public profile information (such as name, username, profile photo, location, followers/following count, mobile number, Email ID, Address), engagement metrics (such as likes, shares, comments), and any content you publicly post using campaign-related hashtags, mentions, or tagged content. By participating in this campaign—whether through following our official social media accounts, engaging with campaign content, submitting user-generated content or using designated campaign hashtags—you grant us permission to collect and use this information for the purposes of monitoring campaign engagement and performance, conducting analytics and reporting, personalizing campaign messaging, reposting or resharing user content with appropriate attribution, improving future marketing efforts and contacting winners. The data collected will be processed in accordance with our Privacy Policy and applicable data protection laws. We will not use private profile data for purposes other than those expressly stated above without your explicit consent. You may opt out of data collection at any time by contacting us or by adjusting your social media privacy settings to restrict public access to your profile or content.

**2. Use and Disclosure of Information Vadilal collects through the Site/Page :**

**a Personal Information:**

We may use your Personal Information in any of the following ways.

**(i). Communications:**

We encourage Visitors to contact us with questions and comments. Personal Information may be used in order to respond to your questions and comments.

**(ii). Business Purposes:**

We may also use your Personal Information for internal business purposes such as analysing and managing our businesses. The Personal Information you provide through the Site/Page may be combined with other information you provide to Vadilal with demographic information and other information that is publicly available or with other information about you that Vadilal may otherwise obtain online or offline in a legally compliant manner.

**VADILAL ENTERPRISES LIMITED**



(iii). Transactions:

When you take part in a Transaction through the Site/Page such as purchasing Vadilal merchandise, we may collect Payment Information from you related to such Transaction as well as other Personal Information such as a shipping address so that we can send you the products you have purchased. We may use your Personal Information or Payment Information in order to complete the Transaction and if applicable, to fulfill your purchase. We may also provide such Payment Information to third parties as necessary to complete your Transaction.

(iv). Contests, Competitions and other promotions:

We may operate contests, competitions and similar promotions through the Site/Page that may require online registration (which may include name, email, user ID and password). We typically ask you for certain Personal Information when you enter and participate in, if applicable, a contest, competition or similar promotion. We may share this Personal Information with third party sponsors of such contests, competitions and promotions (irrespective of whether it is hosted by us), or otherwise in accordance with the rules applicable to such contest, competition or promotion. You should carefully review the rules of each contest, competition and promotion in which you participate through the Site/Page, as they may contain additional important information about Vadilal or a sponsor's use of your Personal Information. To the extent that the terms and conditions of such rules concerning the treatment of your Personal Information conflict with this Policy, the terms and conditions of such rules shall control.

(v). Special Promotions and Product Information:

In addition, Vadilal may use your Personal Information to provide you with updates and announcements concerning our products and special promotions via Email, SMS, WhatsApp and/or other communication mediums. You may opt-out of receiving these messages from us at any time (see "Contact Us" below).

(vi). Critical Communications:

From time to time, we may use your Personal Information to relay important information regarding the Site/Page, your Transactions or changes to our terms, conditions, and policies ("Critical Communications") to you. Because this information may be critical to your use of the Site/Page, you may not opt-out of receiving these communications sent via emails or other media.

(vii). Third Party Service Providers:

We work with third parties who provide services, including website/webpage hosting, credit card processing, data analysis, newsletter services, promotional activities and other administrative services. We may share your Personal Information including your Payment Information with such third parties for the purpose of enabling such third parties to provide such services.

(viii). Miscellaneous:

Finally, we may disclose your Personal Information if we believe that we are required to do so: (i) by law; (ii) to comply with legal process or governmental requests; (iii) to enforce our Terms of Service; (iv) to protect our operations; (v) to protect the rights, privacy, safety or property of Vadilal, you or others; and (vi) to permit us to pursue available remedies or limit the damages that we may sustain.

**b) Aggregate Information:**

We analyse Aggregate Information in order to enhance website/webpage security, track the popularity of certain pages of the Site or post(s) of the page, the success of our email/other notifications, traffic levels on the Site/Page and other usage data, all of which helps us to provide content tailored to your interests, improve the Site/Page and related services and to otherwise enhance your experience on the Site/Page. We may share Aggregate Information with Affiliated Entities and other third parties.

## VADILAL ENTERPRISES LIMITED



**c) Social Media Profile Data:**

We may use this information for the purposes of monitoring campaign engagement and performance, conducting analytics and reporting, personalizing campaign messaging, reposting or resharing user content with appropriate attribution, improving future marketing efforts and contacting winners.

**3. Your rights over the Personal Information collected by us:**

You have the following rights:

- a) to obtain a copy of your Personal Data together with information about how and on what basis that Personal Information is processed and the details of the Data processors with whom the Personal Information has been shared;
- b) to rectify inaccurate Personal Data (including the right to have incomplete Personal Data completed);
- c) to request that we erase your Personal Data in limited circumstances.
- d) To nominate another individual on your behalf to exercise these rights.

**4. Other important notes regarding our Privacy Practices:**

**a) Special Note for Parents and Children:**

Our Site/Page and the contents therein are intended for a general audience and not intended for utilization directly by children under the age of 18. If you are a child under the age of 18 and desire to use this Site/Page or purchase our products or to participate in any social media campaign or to use our services, please request your parent to register with us and to complete the transaction. Any use of this Site/Page or any of its features by a child under the age of 18 must be with parental supervision. We do not contact children under the age of 18 about special offers or instigate to participate in any campaign or for marketing purposes without a parent's permission. We do not knowingly collect Personal Information from any children under the age of 18.

**b) Security:**

We have security measures and tools in place to help protect against the loss, misuse and alteration of the information under our control. Any time you provide us with your debit/credit card number, that debit/credit card number is transmitted to us by your browser/app in an encrypted format using industry-standard, SSL (secure socket layer) encryption. No method of transmitting or storing data is completely secure. As a result, although we strive to protect your Personal Information, we cannot guarantee the security of any information you transmit to us through or in connection with the Site/Page. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), you must immediately notify us of the problem by contacting us in accordance with "Contact Us," below (note that physical mail notification will delay the time it takes for us to respond to the problem).

**c) Other Third-Party Sites:**

The Site/Page may contain links to third party websites/webpages. These linked sites/pages (including the websites/webpages of Affiliated Entities) are not under Vadilal's control and we are not responsible for the privacy practices or the contents of any such linked site/page, or any link contained in any linked site/page. We provide such links only as a convenience and the inclusion of a link on the Site/Page does not imply endorsement of the linked site/page by Vadilal. If you provide Payment Information or other Personal Information through any such third-party website/webpage, your transaction will occur on such third party's website/webpage (not the Site/Page) and the Personal Information you provide will be collected by and controlled by the privacy policy of that third party. It is important that you familiarize yourself with the privacy policies and practices of any such third parties.

**VADILAL ENTERPRISES LIMITED**



d) Retention of Personal Data:

We will only retain your Personal Information for as long as it is necessary to satisfy the purpose for which it was provided by you or collected by us (for example, for the time necessary for us to answer queries or resolve problems). When the Personal Information that we collect is no longer required in this way, we destroy or delete it in a secure manner. In certain cases, we may have legal or regulatory obligations that require us to retain specific records for a set period of time.

e) Assignment:

We reserve the right to transfer any and all information that we collect from users of the Site/Page to a third party in the event of any merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of Vadilal's assets or stock (including without limitation in connection with any bankruptcy or similar proceedings).

(f) International transfers of your Personal Information:

The global nature of our business means that your Personal Information may be disclosed within the Vadilal Group. We also use some third-party suppliers to help us provide business services. These third parties may have access to or host your Personal Information but will always do so under our instructions and subject to a contractual relationship. When these third parties are located in territories which may not offer an equivalent level of protection to privacy as that applicable within India, we will take reasonable steps to verify that your Personal Information receives a reasonable level of protection.

(g) Processing/Process:

A wholly or partly automated operation or set of operations performed on digital personal data, and includes operations such as collection, recording, organisation, structuring, storage, adaptation, retrieval, use, alignment or combination, indexing, sharing, disclosure by transmission, dissemination or otherwise making available, restriction, erasure or destruction.

(h) Revocation of consent:

You may revoke your consent to use/process your Personal Information by writing to us on the below mentioned Email address and we shall comply with it as promptly as possible. However, we may retain certain information in the event you choose to exercise Clause - 3(d).

5. Updating Your Information and Contacting Us:

Vadilal has procedures in place to keep your Personal Information accurate, complete and up to date for the purposes for which it is collected and used. You may review the information we have collected and where appropriate you may request that it be corrected. We also provide you with several options for reviewing, correcting, updating, or otherwise modifying information you have previously provided:

1. You may email us at: [digital@vadilalgroup.com](mailto:digital@vadilalgroup.com)\_\_

Please clearly indicate the information that you wish to review or have changed. We will endeavour to comply with your request as soon as reasonably possible. Note that despite any removal of or change to Personal Information requested there may also be residual information that will remain within our databases and other records, which may not be removed or changed.

6. Choice:

From time to time, we may ask you to indicate whether you are interested in receiving emails and other information from Vadilal. If you elect to receive these communications, we will occasionally send you emails, messages or other information that match your requests. If at any time you wish to stop receiving these communications from us, please just let us know by emailing or calling us using the contact information listed above in Contacting Us. Please indicate the type of communications that you wish to stop receiving from Vadilal. In addition, we do not disclose

**VADILAL ENTERPRISES LIMITED**



your Personal Information to third parties for the third-party's direct marketing purposes if we have received and processed a request from you that your Personal Information shall not be shared with third parties for that purpose. If you would like to submit such a request, please just let us know by emailing or calling us using the contact information listed above in Contacting Us. Please indicate that you request that Vadilal to not disclose your Personal Information to other third parties for direct marketing.

#### 7. Changes to this Policy:

We reserve the right to change this Policy and any of our policies or procedures concerning the treatment of information collected through the Site/Page, without prior notice. You can determine when this Policy was last revised by referring to the "Last Updated" details at the top of this page. Any changes to our Policy will become effective upon posting of the revised Policy on the Internet, accessible through the Site/Page. Use of the Site/Page following such changes constitutes your acceptance of the revised Policy then in effect. We encourage you to bookmark this page and to periodically review it to ensure familiarity with the most current version of our Policy. This Policy represents the sole, authorized statement of Vadilal's practices with respect to the collection of Personal Information (defined below) through the Site/Page and Vadilal's use of such information. Any summaries of this Policy generated by third party software or otherwise (for example, in connection with the Platform for Privacy Preferences or "P3P") shall have no legal effect, do not bind Vadilal, shall not be relied upon in substitute for this Policy, and neither supersede nor modify this Policy.

#### 8. Consent Amendments:

By using this Site/Page, you consent to the terms of this Policy and to our use and management of Personal Information for the purposes and in the manner herein provided. Should this Privacy Policy change, we intend to take every reasonable step to ensure that these changes are brought to your attention by posting all changes prominently on our website/webpage for a reasonable period of time. Your visit and any dispute over privacy are subject to this Policy. The said Policy shall be governed by and construed in accordance with the laws of the Republic of India. Further, it is irrevocably and unconditionally agreed that the courts of Ahmedabad, Gujarat, India shall have exclusive jurisdiction to entertain any proceedings in relation to any disputes arising out of the same. All rights reserved.

### **VADILAL ENTERPRISES LIMITED**