

Dhara Motor Finance Limited

Privacy Policy

1. Introduction

Dhara Motor Finance Limited is committed to protecting the privacy and confidentiality of customer information. This Privacy Policy explains how we collect, use, store, and protect personal information provided by customers while using our services.

This policy applies to all customers, visitors, and users who access our website, mobile applications, or financial services.

2. Information We Collect

We may collect the following types of personal and financial information:

a) Personal Information

- Full name
- Date of birth
- Address
- Mobile number
- Email address
- Identification details (PAN, Aadhaar, Utility Bills, Voter ID etc.)

b) Financial Information

- Bank account details
- Income details
- Employment information
- Credit history

c) Technical Information

- IP address
- Device information
- Browser type
- Website usage data



3. Purpose of Data Collection

Customer information may be collected and used for the following purposes:

- Loan application processing
- Identity verification (KYC)
- Credit assessment and risk analysis
- Customer communication and support
- Compliance with legal and regulatory requirements
- Improving our services and systems

4. Information Sharing

We do not sell or rent personal information to third parties. However, information may be shared with:

- Credit bureaus for credit verification
- Banks and payment partners
- Technology service providers
- Government or regulatory authorities when required by law

Such sharing will be done in accordance with applicable regulations issued by the **Reserve Bank of India**.

5. Data Security

We implement appropriate technical and organizational security measures to protect customer information from:

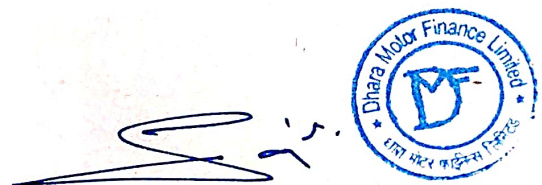
- Unauthorized access
- Data misuse
- Loss or alteration of information

Our systems follow standard security practices used by regulated **Non-Banking Financial Companies**.

6. Data Retention

Customer information will be retained only for as long as required:

- To provide financial services
- To comply with legal and regulatory obligations
- For audit and record-keeping purposes



7. Customer Rights

Customers have the right to:

- Request access to their personal information
- Request correction of inaccurate data
- Raise concerns regarding data privacy

Requests may be submitted through our official customer support channels.

8. Cookies and Website Tracking

Our website may use cookies and similar technologies to:

- Improve user experience
- Analyse website traffic
- Enhance security

Users can manage cookie preferences through their browser settings.

9. Changes to Privacy Policy

Dhara Motor Finance Limited reserves the right to modify this Privacy Policy at any time. Updated versions will be published on our website.

10. Contact Information

For any privacy-related queries or complaints, customers may contact:

Customer Support

Dhara Motor Finance Limited

Email: helpdesk.bijnor@dharamotor.com

Phone: 7060210125

For DHARA MOTOR FINANCE LIMITED


Gajendra Singh
DIN: 00513170
Managing Director

