

PRIVACY POLICY

PepsiCo India Holdings Pvt. Ltd ('PepsiCo'), values the privacy of all of our customers. We take very seriously the need to respect and protect your privacy and the security of any information you may share with us. This privacy policy ("Policy") describes the data collection, use, and disclosure practices of PepsiCo., in connection with the Web Site, www.pepsiohyesabhi.com (the "Web Site" or "Site").

This Policy applies to information collected only directly through or from the Web Site. It does not apply to personal information collected from offline resources and communications, such as information you may send to us in a postal letter or give to us in a phone call. This Policy also does not apply to third-party online resources to which PepsiCo Web Sites may link, because PepsiCo does not control their content or their privacy practices.

Collection of your Personal Information

PepsiCo collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. PepsiCo also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites. There is information about your health that will be collected by PepsiCo once you take the survey.

There is also information about your computer hardware and software that is automatically collected by PepsiCo. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by PepsiCo for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through PepsiCo public message boards, this information may be collected and used by others. Note: PepsiCo does not read any of your private online communications.

PepsiCo encourages you to review the privacy statements of Websites you choose to link to from PepsiCo so that you can understand how those Websites collect, use and share your information. PepsiCo is not responsible for the privacy statements or other content on Web sites outside of the Website.

Use of your Personal Information

PepsiCo collects and uses your personal information to operate the Website and deliver the services you have requested. PepsiCo also uses your personally identifiable information to inform you of other products or services available from PepsiCo and its affiliates. PepsiCo may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

When you register with PepsiCo, we use your Personal Information to create a customized Web experience for you and to improve our services. We may use Personal Information to:

1. Improve the content and layout of PepsiCo.
2. Statistically analyze user behavior.
3. Develop products, marketing, and promotions internally at PepsiCo.

PepsiCo does not sell, rent or lease its customer lists to third parties. PepsiCo may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, PepsiCo may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to PepsiCo, and they are required to maintain the confidentiality of your information.

PepsiCo does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

PepsiCo keeps track of the Websites and pages our customers visit within PepsiCo, in order to determine what PepsiCo services are the most popular. This data is used to deliver customized content and advertising within PepsiCo to customers whose behavior indicates that they are interested in a particular subject area.

Website will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on PepsiCo or the site; (b) protect and defend the rights or property of PepsiCo; and, (c) act under exigent circumstances to protect the personal safety of users of PepsiCo, or the public.

Use of Cookies

Web site use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of Web sites you visit.

Security of your Personal Information

PepsiCo secures your personal information from unauthorized access, use or disclosure. PepsiCo secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Changes to this Statement

PepsiCo will occasionally update this Statement of Privacy to reflect company and customer feedback. PepsiCo encourages you to periodically review this Statement to be informed of how PepsiCo is protecting your information.

Legal Disclosure

PepsiCo may disclose information about you and your use of the PepsiCo Web Site and the PepsiCo services if PepsiCo believes such disclosure is reasonably necessary in order to:

- I. Comply with the law or legal process where a formal request has been made, such as from an administrative oversight agency, civil suit, subpoena, court order, or judicial or administrative proceeding;
- II. Protect or defend the rights or property of PepsiCo or others;
- III. Enforce the PepsiCo Terms and Conditions or this Privacy Policy;
- IV. Respond to claims that the content(s) of a communication violates the rights of another.

Also, circumstances may arise where, for business reasons, PepsiCo may decide to reorganize, or divest all or part of its business through sale, assignment, merger, or acquisition. In these circumstances, personal information may be shared with the actual or prospective purchasers or assignees. In such an event, we shall provide notice of any material change to this Privacy Policy, or our services, in the manner described in the Updates section

Please note that **PepsiCo does not request Personal Information by sending e-mails. We only collect such information on our Site.** If you receive an e-mail purporting to be from us that solicits Personal Information, do not respond to it. Instead, please contact our Member Services staff immediately.