Privacy Policy

This Privacy Policy applies to the activities of Standard Equation and its affiliates.

It explains how Standard Equation handles personal information and complies with the requirements of the Privacy Act.

If you have further questions relating to this policy please contact our Privacy Officer by mail at support@sequation.com

1. Collecting information about you

Standard Equation only collects personal information that is necessary for business purposes. We endeavor at all times to collect personal information in a fair and lawful manner, and to meet our members' expectations that we will respect their right to control how their personal information is collected and used.

Standard Equation collects personal information in many parts of its business. These include:

A. Standard Equation collects information about members at the time when a person first joins a program and while a person is a member. The main categories of information we collect relate to a person's general contact information, personal details such as age range and gender, use of the program, payment details, responses to surveys and other details, which are usually collected directly from the member.

B. Standard Equation collects personal information related to bookings and as necessary for other purposes related to the management of the resort facility. Further personal information may be collected in specific instances such as in the event of an incident occurring on site for legal and insurance reasons.

C. Standard Equation collects information on individuals when they book their travel arrangements, in order to process the transaction and to fulfill booking requests with travel and tourism operators.

D. Standard Equation also collects general business information relating to employees, contractors, shareholders, resort managers and other individuals.

This policy explains the main features of Standard Equation use of member and customer information and does not outline in detail the use of contractor and employee information. Under the Privacy Act, there is a general exemption from the coverage of employee records.

2. Using and disclosing your personal information

Our purpose in collecting information about you is to provide you with membership services, such as exchanging your holiday accommodation entitlements. Standard Equation uses personal information in several different ways in operating our membership programs and operating our business, and most of these uses are clear from the circumstances. We also use your personal information for internal quality assurance purposes.
Standard Equation provides personal information to resort operators in order to facilitate a booking that you have requested. Otherwise Standard Equation does not routinely disclose personal information, except where it is necessary to provide you with a service that you have requested such as to make bookings for your travel. Standard Equation will not normally otherwise use or disclose any information about you without your consent, unless:

A. required by law

B. To protect the rights, property or personal safety of another Standard Equation member, any member of the public. The assets and operations of the business are transferred to another party as a going concern.

C. When you provide your personal information to us, Standard Equation will give you the choice as to whether or not you wish to receive further information about special offers, promotions, and changes to our products and services. If you indicate that you do not wish to receive these, we will not contact you further for these purposes. Please allow 60 days for your request to be processed.

3. Service provider

Like many businesses, Standard Equation uses a range of service providers to help us maximize the quality and efficiency of our services and our business operations. This means that individuals and organizations outside of Standard Equation, such as courier services, will sometimes have access to personal information held by Standard Equation and may use it on behalf of Standard Equation. We require our service providers to adhere to strict privacy guidelines and not to keep this information or use it for any unauthorized purposes.

4. Standard Equation and marketing activities

Standard Equation manages communications with members, prospective members and customers according to its privacy policy. We respect individual choices about being contacted for marketing purposes. We may occasionally contact you at the e-mail or other address that you provide to us in order to:

A. Remind you of your membership renewal or warn you of the upcoming expiry of membership benefits

B. Provide you with updated information about our services or special promotions

C. Provide you with other information about other products and services which you may have an interest in; some of this information is necessary as part of our communication about the Standard Equation program and is sent to all members. However, if you are receiving promotional information from Standard Equation and do not wish to receive this information any longer, you may remove your name from our list either by calling us on +91-9560532962 or by mail at support@sequation.com and asking to be removed from our mailing list. Please allow 60 days for this request to be processed.

6. Changing and deleting the information we have about you

If at any time you wish to change personal information that is inaccurate or out of date, please contact us and we will amend this record. If you wish to have your personal information deleted, please let us know in the same manner as referred to above and we will take all reasonable steps to delete it unless we need to keep it for legal reasons.
7. Storage and security of your personal information

Standard Equation endeavors to take all reasonable steps to keep secure any information which we hold about you, and to keep this information accurate and up to date. Standard Equation uses a sophisticated computer data network, and all access to the computers and system devices are password controlled. Employees can only gain access to data if they are authorized; we also require our employees and data processors to respect the confidentiality of any personal information held by Standard Equation.

8. Transfer of personal information overseas

Please note also that as a global business, Standard Equation may use overseas facilities to process or back up the information that it holds. As a result, we may transfer your personal information to our overseas facilities for storage. However, we will only transfer information overseas as authorized by the Privacy Act and in keeping with our other commitments to safeguard your privacy.

9. What to do if you have a problem or question

If Standard Equation becomes aware of any ongoing concerns or problems concerning our privacy practices, we will take these issues seriously and work to address these concerns. If you have any further queries relating to our Privacy Policy, or you have a problem or complaint, please mail us at support@sequation.com

10. Future changes

Our commitment to being the India’s leading holiday business and to continually improve our services means that our business will continue to evolve as we respond to customer needs. Because of this, from time to time, our policies will be reviewed and may be revised. Changes to Standard Equation’s Privacy Policy will be made by posting an updated version of the policy on our website www.sequation.com

11. Intellectual Property Rights

Unless otherwise stated or anything contained to the contrary or any proprietary material owned by a third party and so expressly mentioned, Standard Equation owns all Intellectual Property Rights of the Website, including, without limitation, any and all rights, title and interest in and to copyright, related rights, patents, utility models, designs, know-how, trade secrets and inventions (patent pending), goodwill, source code, meta tags, databases, text, content, graphics, icons, and hyperlinks. You acknowledge and agree that you shall not use, reproduce or distribute any content from the Website belonging to Standard Equation without obtaining authorization from Standard Equation. Notwithstanding the foregoing, it is expressly clarified that you will solely be responsible for any content that you provide or upload when using any Service, including any text, data, information, images, photographs, music, sound, video or any other material which may be accessible through your post, or any other content that you upload, transmit or store when using the Website.

12. Disclaimer Of Warranties & Liability

Standard Equation has endeavored to ensure that all the information on the Website is correct, but Standard Equation neither warrants nor makes any representations regarding the quality, accuracy or completeness of any data, information, product or Service. In no event shall Standard Equation be liable for any direct, indirect, punitive, incidental, special, consequential damages or any other damages. Neither shall Standard Equation be responsible for the delay or inability to use the Website or related Functionalities, the provision of or failure to provide Functionalities, or for any information, software, products, Functionalities and related graphics obtained through the Website, or otherwise arising out of the use of the website, whether based on contract, tort, negligence, strict liability or otherwise. Further, Standard Equation shall not
be held responsible for non-availability of the Website during periodic maintenance operations or any unplanned suspension of access to the website that may occur due to technical reasons or for any reason beyond Standard Equation's control. The user understands and agrees that any material and/or data downloaded or otherwise obtained through the Website is done entirely at their own discretion and risk and they will be solely responsible for any damage to their computer systems or loss of data that results from the download of such material and/or data.

13. Indemnification
You agree to indemnify, defend and hold harmless Standard Equation from and against any and all losses, liabilities, claims, damages, costs and expenses (including legal fees and disbursements in connection therewith and interest chargeable thereon) asserted against or incurred by Standard Equation that arise out of, result from, or may be payable by virtue of, any breach or non-performance of any representation, warranty, covenant or agreement made or obligation to be performed by you pursuant to these Terms.