MY TALKIES PRIVACY POLICY

Last Updated: 29 September 2026

1. INTRODUCTION

Welcome to **My Talkies** ("My Talkies", "Platform", "we", "us" or "our").

My Talkies is a digital film platform **designed, developed and operated by ABC Talkies in association with the Kerala Film Chamber of Commerce (KFCC).**

This Privacy Policy explains how we collect, use, process, store and protect personal information when you access or use the My Talkies website, mobile applications, Connected TV applications and related services.

We respect your privacy and are committed to handling your personal data responsibly and transparently.

This Privacy Policy should be read together with the **My Talkies User Policy** and any other applicable terms or policies published on the Platform.

2. INFORMATION WE COLLECT

Depending on how you use My Talkies, we may collect information including:

A. Account Information

When you create an account, we may collect:

- Name
- Email address
- Mobile number
- Age or date of birth, where required
- Login and authentication information
- Profile information
- Language and content preferences

B. Viewing and Usage Information

We may collect information about how you use the Platform, including:

- Films viewed
- Viewing duration
- Films added to your Watchlist
- Search activity
- Genre and content preferences
- Ratings and feedback
- Device information
- Login activity
- Playback and technical information

C. Transaction Information

When you purchase a Film or use a Wallet, we may process:

- Film purchased
- Transaction amount
- Transaction date and time
- Transaction reference
- Payment status
- Wallet or viewing balance information

Payments may be processed through authorised third-party payment service providers. Where payment information is handled directly by such providers, My Talkies may not receive or store complete payment credentials.

D. Device and Technical Information

We may collect technical information such as:

- IP address
- Device type
- Operating system
- Browser type
- Application version
- Device identifiers
- Network information
- Crash and diagnostic information
- Information required to provide and secure the Platform

E. Communications

If you contact us, we may retain information necessary to respond to and resolve your communication, including your name, contact details and the contents of your communication.

3. HOW WE USE YOUR INFORMATION

We may use personal data to:

Provide the Platform

- Create and maintain your account
- Provide access to Films
- Process purchases
- Manage your Wallet
- Maintain your Watchlist
- Provide Continue Watching functionality
- Provide customer support

Improve Discovery

We may use your preferences and viewing activity to:

- Recommend Films
- Personalise your homepage
- Suggest relevant content
- Improve search and discovery
- Create relevant collections and recommendations

Operate and Protect the Platform

We may process information to:

- Maintain and improve the Platform
- Diagnose technical issues
- Prevent fraud
- Protect accounts
- Detect misuse
- Prevent unauthorised access
- Maintain Platform security
- Enforce our policies

Communicate With You

We may contact you regarding:

- Your account
- Transactions
- Films you have purchased
- Technical matters
- Important Platform updates
- New Films and recommendations
- Promotional communications, where permitted

You may be provided with options to manage promotional communications.

4. PERSONALISATION AND RECOMMENDATIONS

My Talkies may use your viewing activity, preferences, Watchlist and interactions with the Platform to recommend Films.

For example, if you frequently watch thrillers, we may recommend other Films in that genre.

Recommendations are intended to improve your experience and discovery of content.

5. COOKIES AND SIMILAR TECHNOLOGIES

The My Talkies website and applications may use cookies, pixels, local storage and similar technologies to:

- Maintain sessions
- Remember preferences
- Understand Platform usage
- Improve functionality
- Measure performance
- Provide personalisation
- Support security
- Support marketing activities where applicable

Some cookies and similar technologies may be necessary for the Platform to function correctly.

Where applicable, you may manage certain cookie preferences through your browser or device settings.

6. SHARING OF PERSONAL DATA

We do not sell your personal data as a standalone commercial product.

We may share personal data where reasonably necessary with trusted service providers supporting the Platform, including providers of:

- Cloud hosting
- Payment processing
- Authentication
- Analytics
- Customer support
- Communication services
- DRM and content protection
- Technical infrastructure
- Fraud prevention and security

We may also disclose information where required by applicable law, court order, regulatory requirement or lawful governmental request.

We may further disclose information where reasonably necessary to protect our rights, users, Platform or property, investigate fraud or misuse, or enforce applicable terms.

7. DATA SECURITY

We take reasonable technical and organisational measures designed to protect personal data against unauthorised access, misuse, loss, alteration, disclosure or destruction.

These measures may include access controls, authentication, encryption where appropriate, monitoring and other security safeguards.

However, no digital platform can guarantee absolute security.

8. DATA RETENTION

We retain personal data for as long as reasonably necessary for the purposes for which it was collected, including:

- Providing services
- Maintaining accounts
- Processing transactions
- Meeting legal and regulatory obligations
- Resolving disputes
- Preventing fraud
- Enforcing our agreements
- Maintaining appropriate business records

When personal data is no longer required, it may be deleted or anonymised, subject to applicable law.

9. YOUR RIGHTS

Subject to applicable law, you may have rights relating to your personal data, including the right to:

- Request information about the processing of your personal data
- Request access to personal data
- Request correction of inaccurate information
- Request deletion where applicable
- Withdraw consent where processing is based on consent
- Raise a grievance regarding processing
- Exercise other rights available under applicable law

The notified DPDP (Digital Personal Data Protection) Rules, 2025 require privacy notices to be presented clearly and independently and contemplate mechanisms for individuals to access rights, withdraw consent and make complaints.

Requests may be submitted to:

Privacy / Grievance Contact:

Email: support@abctalkies.com

10. WITHDRAWAL OF CONSENT

Where processing is based on consent, you may withdraw your consent through the mechanisms provided by My Talkies.

Withdrawal of consent will not affect the lawfulness of processing carried out before withdrawal.

Certain information may continue to be processed where required or permitted by applicable law or where necessary for legitimate operational, security, contractual or legal purposes.

11. CHILDREN

My Talkies is intended for users who are legally permitted to access the Platform.

Where the Platform is used by or processes personal data relating to children, My Talkies will take measures required under applicable law.

We do not knowingly seek to collect children's personal data in violation of applicable law.

12. THIRD-PARTY SERVICES

The Platform may contain links to or integrations with third-party websites and services.

These third parties may have their own privacy policies and terms.

My Talkies is not responsible for the privacy practices of third-party services that it does not control.

13. INTERNATIONAL DATA PROCESSING

Certain service providers supporting My Talkies may process information using infrastructure located outside India.

Where applicable, such processing will be undertaken in accordance with applicable law and appropriate safeguards.

14. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect:

- Changes to the Platform
- Changes in technology
- Changes in applicable law
- Changes in our data practices

The latest version will be published on the Platform with the revised "Last Updated" date.

15. CONTACT US

For privacy-related questions, requests or complaints:

My Talkies
KFCC in association with ABC Talkies

Email: support@abctalkies.com

Address: 1.ABC TALKIES PRIVATE LIMITED

403, Anandmangal-II,

B/H. Omkar House,

Ahmedabad, Gujarat,380009-India.

2.Kerala Film Chambers of Commerce (KFCC)

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