



**PURPLE PEOPLE  
INTERNATIONAL**

TRANSFORMING POSSIBILITIES INTO IMPACT



**GOVERNANCE.  
TRUST.  
IMPACT.**

# PURPLE PEOPLE INTERNATIONAL PVT LTD

## ENTERPRISE GOVERNANCE, RISK, COMPLIANCE & LEGAL FRAMEWORK

A comprehensive framework of policies, standards, disclosures, and safeguards that govern our global operations, digital platforms, advisory services, AI-enabled solutions, and client engagements.



### OUR COMMITMENT

To integrity, transparency, accountability, data protection, cybersecurity, ethical business conduct, and stakeholder trust.

### THIS FRAMEWORK COVERS



Privacy &  
Data Protection



Cybersecurity &  
Information Security



Responsible AI &  
Technology Usage



ESG &  
Sustainability Governance



Tax &  
Regulatory Compliance



Intellectual Property  
Protection



Global Advisory &  
Cross-Border Services



Business Ethics &  
Anti-Corruption



Client Protection &  
Risk Management



Digital Platform  
Governance



Strengthening governance. Managing risk. Ensuring compliance.  
Driven by innovation. Delivered with trust.



Effective Date  
01-04-2026



Last Updated  
31-05-2026

# Enterprise Governance, Risk, Compliance and Legal Framework

## PRIVACY POLICY

### Purple People International Private Limited

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

#### 1. Introduction

Purple People International Private Limited ("Purple People", "Company", "we", "our", or "us") is committed to protecting the privacy, confidentiality, and security of personal information entrusted to us by our clients, website visitors, business partners, vendors, employees, prospective customers, event participants, subscribers, and other stakeholders.

This Privacy Policy describes how Purple People collects, uses, stores, processes, transfers, protects, and discloses personal information when individuals access our website, digital platforms, mobile applications, online assessments, AI-powered tools, benchmarking systems, analytics platforms, learning portals, webinars, events, surveys, newsletters, consulting services, and other business activities.

By accessing or using our website, services, content, tools, applications, or platforms, you acknowledge that you have read and understood this Privacy Policy and consent to the practices described herein.

#### 2. Scope of This Policy

This Privacy Policy applies to:

- Website visitors
- Clients and prospective clients
- Subscribers to newsletters and publications
- Webinar and event participants
- Assessment and benchmarking users
- AI platform users
- Business partners and alliance partners
- Vendors and service providers
- Job applicants and recruitment candidates
- Users of digital products and online learning programs
- Individuals who communicate with Purple People through any channel

This Policy applies regardless of geographic location unless a separate jurisdiction-specific privacy notice applies.

#### 3. Information We Collect

Purple People may collect information directly from you, automatically through technology systems, or from authorized third-party sources.

##### A. Personal Information

# Enterprise Governance, Risk, Compliance and Legal Framework

We may collect:

- Full name
- Email address
- Mobile number
- Business phone number
- Residential or business address
- Job title
- Professional designation
- Employer details
- Company information
- Industry classification
- Country of residence
- Identification information where legally required

## **B. Business Information**

We may collect:

- Business structure information
- Revenue ranges
- Employee counts
- Industry data
- Geographic operations
- Compliance information
- Tax-related business information
- ESG-related data
- Corporate governance information

## **C. Technical Information**

When users access our website or digital platforms, we may collect:

- IP addresses
- Browser information
- Device information
- Operating system details
- Session activity
- Access logs

# Enterprise Governance, Risk, Compliance and Legal Framework

- Referral sources
- Geolocation information
- Website interaction data

## **D. Communication Data**

We may collect information contained in:

- Contact forms
- Email communications
- Webinar registrations
- Survey responses
- Event registrations
- Chat interactions
- Support requests
- Feedback submissions

## **E. Payment Information**

Where applicable, payment-related information may be collected through authorized payment processors. Purple People does not typically store complete payment card information.

## **4. AI, Analytics & Technology-Assisted Processing**

Purple People may utilize:

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Large Language Models (LLMs)
- Predictive Analytics
- Business Intelligence Platforms
- Benchmarking Engines
- Automation Technologies
- Data Visualization Systems

These technologies may assist in:

- Data analysis
- Research
- Benchmarking
- Reporting
- Risk assessments

# Enterprise Governance, Risk, Compliance and Legal Framework

- Strategic recommendations
- Client support
- Knowledge management

While reasonable efforts are made to validate outputs, AI-assisted technologies may generate assumptions, predictions, interpretations, or recommendations that require independent review and professional judgment.

Users acknowledge that AI-assisted outputs should not be solely relied upon for legal, tax, regulatory, financial, investment, governance, ESG, or business decisions.

## 5. How We Use Information

Purple People may use collected information for the following purposes:

### Service Delivery

- Providing consulting services
- Delivering assessments
- Supporting advisory engagements
- Managing projects
- Delivering reports and recommendations

### Client Relationship Management

- Communication
- Client onboarding
- Customer support
- Account management

### Business Operations

- Internal administration
- Quality assurance
- Risk management
- Financial management
- Business continuity

### Marketing & Communications

- Newsletters
- Thought leadership publications
- Event invitations
- Service updates
- Industry insights

# Enterprise Governance, Risk, Compliance and Legal Framework

Users may opt out of marketing communications at any time.

## **Compliance & Legal Obligations**

- Regulatory compliance
- Contractual obligations
- Legal proceedings
- Fraud prevention
- Risk management

## **6. Legal Basis for Processing**

Where applicable, Purple People processes personal information based on:

- User consent
- Contractual necessity
- Legal obligations
- Legitimate business interests
- Regulatory requirements
- Protection of lawful interests

## **7. Sharing of Information**

Purple People does not sell personal information.

Information may be shared with:

### **Authorized Service Providers**

Including:

- Cloud hosting providers
- CRM providers
- Payment processors
- Marketing platforms
- Webinar platforms
- Analytics providers
- IT support providers

### **Professional Advisors**

Including:

- Lawyers
- Auditors
- Tax professionals

## **Enterprise Governance, Risk, Compliance and Legal Framework**

- Compliance consultants

### **Regulatory Authorities**

Where required by applicable laws, regulations, court orders, or governmental requests.

### **Business Transactions**

Information may be transferred during:

- Mergers
- Acquisitions
- Restructuring
- Asset transfers
- Corporate reorganizations

### **8. International Data Transfers**

Purple People operates globally and may transfer information across jurisdictions.

Information may be processed or stored in countries where Purple People, its affiliates, partners, or service providers operate.

By using our services, users acknowledge and consent to such transfers where legally permissible.

### **9. Data Retention**

Purple People retains information only for as long as necessary to:

- Fulfill contractual obligations
- Deliver services
- Meet legal requirements
- Resolve disputes
- Enforce agreements
- Maintain legitimate business records

Retention periods may vary depending on the nature of information and applicable legal requirements.

### **10. Information Security**

Purple People implements commercially reasonable security measures designed to protect information against:

- Unauthorized access
- Unauthorized disclosure
- Alteration
- Destruction
- Misuse

# Enterprise Governance, Risk, Compliance and Legal Framework

- Data breaches

Security measures may include:

- Access controls
- Encryption
- Authentication protocols
- Network monitoring
- Security reviews
- Vendor assessments

However, no technology system can guarantee absolute security.

## 11. User Rights

Subject to applicable laws, users may have rights to:

- Access personal information
- Correct inaccurate information
- Request deletion
- Restrict processing
- Withdraw consent
- Object to processing
- Request portability of information

Requests may be submitted to:

**Email:** [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

Purple People reserves the right to verify identity before responding to requests.

## 12. Cookies & Tracking Technologies

Purple People may use:

- Essential cookies
- Analytics cookies
- Performance cookies
- Marketing cookies
- Session cookies

These technologies help improve website functionality, user experience, analytics, and service delivery.

Users may manage cookie preferences through browser settings.

## 13. Third-Party Websites

# Enterprise Governance, Risk, Compliance and Legal Framework

Our website may contain links to third-party websites.

Purple People is not responsible for:

- Privacy practices
- Content
- Security
- Policies

of external websites.

Users should review the privacy policies of third-party websites independently.

## **14. Children's Privacy**

Purple People services are not intended for individuals below the age permitted by applicable law to enter into legally binding arrangements.

We do not knowingly collect personal information from children.

## **15. Changes to This Privacy Policy**

Purple People reserves the right to modify this Privacy Policy at any time.

Updated versions will be posted on our website with revised effective dates.

Continued use of our services following updates constitutes acceptance of revised terms.

## **16. Limitation of Liability**

To the maximum extent permitted by law, Purple People International shall not be liable for indirect, incidental, special, consequential, punitive, or business losses arising from:

- Data transmission risks
- Technology failures
- Cyber incidents
- Unauthorized access
- Third-party platform failures
- User actions

## **17. Contact Information**

For privacy-related inquiries, requests, complaints, or concerns:

### **Purple People International Private Limited**

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

Website: [www.purplepeople.in](http://www.purplepeople.in)

### **Privacy Commitment**

Purple People International is committed to responsible data stewardship, ethical technology usage, confidentiality, transparency, and compliance-driven business practices. We continuously

# Enterprise Governance, Risk, Compliance and Legal Framework

strive to safeguard personal information while supporting innovation, business transformation, global expansion, ESG excellence, compliance, and AI-enabled decision intelligence.

## **DATA PRIVACY POLICY**

**Purple People International Private Limited**

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

### **1. Purpose**

# Enterprise Governance, Risk, Compliance and Legal Framework

Purple People International Private Limited ("Purple People", "Company", "we", "our", or "us") recognizes that information privacy is fundamental to maintaining the trust of clients, business partners, employees, vendors, regulators, investors, and stakeholders.

This Data Privacy Policy establishes the principles, standards, controls, and governance mechanisms through which Purple People collects, processes, stores, transfers, protects, retains, and disposes of personal data and business information.

The purpose of this Policy is to ensure responsible data stewardship, support regulatory compliance, safeguard confidential information, reduce privacy risks, and promote ethical use of data across all business operations, digital platforms, AI-enabled systems, advisory services, and global engagements.

## 2. Scope

This Policy applies to:

- Website visitors
- Existing and prospective clients
- Employees and contractors
- Vendors and service providers
- Strategic alliance partners
- Webinar participants
- Event attendees
- Newsletter subscribers
- Assessment participants
- Digital platform users
- AI tool users
- Recruitment candidates
- Any individual whose information is processed by Purple People

This Policy applies across all jurisdictions in which Purple People operates, subject to local legal and regulatory requirements.

## 3. Privacy Governance Principles

Purple People adopts the following privacy principles throughout its operations:

### Lawfulness

Information shall be collected and processed in accordance with applicable laws and regulations.

### Fairness

Individuals shall be informed regarding the collection and use of their information.

### Transparency

# Enterprise Governance, Risk, Compliance and Legal Framework

Privacy practices shall be communicated clearly and accurately.

## **Purpose Limitation**

Information shall be collected only for legitimate and specified business purposes.

## **Data Minimization**

Only information reasonably necessary for business purposes shall be collected.

## **Accuracy**

Reasonable efforts shall be made to maintain accurate and current information.

## **Storage Limitation**

Information shall not be retained longer than necessary.

## **Integrity and Confidentiality**

Appropriate technical and organizational safeguards shall be implemented.

## **Accountability**

Purple People shall maintain responsibility for protecting information throughout its lifecycle.

## **4. Categories of Information Processed**

Purple People may process various categories of information, including:

### **Personal Information**

- Name
- Contact information
- Email address
- Telephone number
- Address
- Professional credentials
- Employment information

### **Business Information**

- Company details
- Industry information
- Business performance information
- Governance information
- Compliance information
- ESG information

### **Financial Information**

- Billing information

# Enterprise Governance, Risk, Compliance and Legal Framework

- Payment records
- Commercial transaction records

## Digital Information

- Device identifiers
- IP addresses
- Browser information
- Session information
- Usage analytics

## Communication Information

- Emails
- Contact form submissions
- Webinar registrations
- Survey responses
- Support interactions

## 5. Lawful Basis for Processing

Purple People processes information only where a lawful basis exists, including:

### Consent

Where individuals voluntarily provide information and consent to processing.

### Contractual Necessity

Where processing is required to provide services or fulfill contractual obligations.

### Legal Obligation

Where processing is necessary to comply with laws, regulations, court orders, or regulatory requirements.

### Legitimate Business Interests

Where processing supports legitimate business purposes, including:

- Client servicing
- Security
- Fraud prevention
- Business development
- Quality improvement
- Risk management

## 6. Collection of Information

# Enterprise Governance, Risk, Compliance and Legal Framework

Information may be collected through:

- Website interactions
- Client onboarding processes
- Consulting engagements
- Workshops and events
- Webinars
- Surveys
- Marketing campaigns
- Strategic assessments
- AI-enabled platforms
- Direct communications

Purple People shall endeavor to collect information directly from the individual whenever practicable.

## 7. Data Processing Activities

Information may be processed for:

### Advisory Services

- Tax consulting
- ESG consulting
- Global expansion advisory
- Compliance support
- CFO services
- Business transformation programs

### Client Relationship Management

- Client communication
- Service delivery
- Customer support
- Account administration

### Business Operations

- Internal governance
- Risk management
- Financial administration
- Quality assurance

# Enterprise Governance, Risk, Compliance and Legal Framework

## Technology Services

- Analytics
- Reporting
- Automation
- AI-supported workflows
- Benchmarking

## 8. Artificial Intelligence & Data Processing

Purple People may use:

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Large Language Models (LLMs)
- Predictive Analytics
- Automation Platforms
- Data Visualization Tools
- Business Intelligence Systems

These technologies may process information to:

- Generate insights
- Support benchmarking
- Enhance reporting
- Improve operational efficiency
- Assist decision-making

Purple People shall endeavor to maintain appropriate human oversight where AI-assisted processing materially affects outcomes.

AI-assisted systems may generate predictions, assumptions, interpretations, classifications, or recommendations that require professional review and validation.

## 9. Data Security Measures

Purple People implements reasonable safeguards including:

### Technical Controls

- Encryption technologies
- Multi-factor authentication
- Access controls

## Enterprise Governance, Risk, Compliance and Legal Framework

- Firewalls
- Monitoring systems
- Secure backups

### Organizational Controls

- Confidentiality obligations
- Employee training
- Vendor due diligence
- Information security reviews
- Incident response procedures

While reasonable efforts are employed, no system can guarantee absolute security.

### 10. Data Access Controls

Access to information shall be restricted on a need-to-know basis.

Access may be granted only to:

- Authorized employees
- Approved contractors
- Professional advisors
- Approved technology providers

Individuals accessing information must comply with confidentiality and security obligations.

### 11. Cross-Border Data Transfers

As a global advisory and consulting organization, Purple People may transfer information internationally.

Information may be processed in jurisdictions where:

- Purple People operates
- Service providers operate
- Technology infrastructure exists
- Clients require services

Appropriate safeguards may be implemented where required by law.

### 12. Data Retention

Information shall be retained only for legitimate business purposes, including:

- Service delivery
- Contractual obligations
- Regulatory compliance

## Enterprise Governance, Risk, Compliance and Legal Framework

- Tax requirements
- Legal defense
- Business continuity

Retention periods may vary based on:

- Type of information
- Applicable regulations
- Industry requirements
- Contractual obligations

At the end of retention periods, information may be securely deleted, anonymized, archived, or destroyed.

### 13. Data Subject Rights

Subject to applicable law, individuals may have rights to:

#### **Right of Access**

Request information regarding personal data processed by Purple People.

#### **Right to Rectification**

Request correction of inaccurate information.

#### **Right to Erasure**

Request deletion of personal information where legally permissible.

#### **Right to Restrict Processing**

Request limitations on processing activities.

#### **Right to Object**

Object to specific processing activities.

#### **Right to Data Portability**

Request transfer of information where applicable.

#### **Right to Withdraw Consent**

Withdraw previously provided consent.

Purple People reserves the right to verify identity before acting upon requests.

### 14. Third-Party Service Providers

Purple People may engage third-party providers to support operations, including:

- Cloud service providers
- CRM providers
- Analytics providers

## Enterprise Governance, Risk, Compliance and Legal Framework

- Marketing platforms
- Webinar platforms
- Payment processors
- IT support providers

Service providers are expected to maintain reasonable privacy and security standards.

Purple People is not responsible for independent actions of third parties beyond its reasonable control.

### 15. Confidentiality Obligations

Purple People treats information received from clients, partners, and stakeholders as confidential unless:

- Disclosure is authorized
- Disclosure is legally required
- Disclosure is necessary for service delivery

Employees, contractors, and consultants may be subject to confidentiality obligations.

### 16. Privacy Incident Management

Purple People maintains procedures for identifying, assessing, managing, and responding to privacy incidents.

Such procedures may include:

- Incident investigation
- Risk assessment
- Containment measures
- Remediation actions
- Regulatory notifications where required

### 17. Regulatory Compliance

Purple People endeavors to align its privacy practices with applicable legal and regulatory frameworks, which may include:

- Digital Personal Data Protection Act (India)
- General Data Protection Regulation (GDPR)
- Applicable sector-specific regulations
- International privacy principles

Nothing in this Policy shall be interpreted as a guarantee of compliance in every jurisdiction.

### 18. Children's Information

Purple People does not knowingly collect personal information from children except where legally permitted and appropriate consent has been obtained.

# Enterprise Governance, Risk, Compliance and Legal Framework

If such information is identified, reasonable efforts shall be made to remove it.

## 19. Changes to This Policy

Purple People reserves the right to modify this Policy at any time.

Updated versions shall be published through appropriate communication channels.

Continued use of services following publication constitutes acceptance of revised terms.

## 20. Limitation of Liability

To the maximum extent permitted by applicable law, Purple People shall not be liable for:

- Unauthorized access by third parties
- Cybersecurity incidents beyond reasonable control
- Technology failures
- Internet transmission risks
- Service interruptions
- Indirect or consequential losses arising from privacy incidents

Nothing in this Policy shall create guarantees of absolute privacy, security, or uninterrupted service.

## 21. Contact for Privacy Matters

For privacy-related requests, concerns, complaints, or inquiries:

### Privacy Office

Purple People International Private Limited

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

Website: [www.purplepeople.in](http://www.purplepeople.in)

## Data Privacy Commitment

Purple People International is committed to responsible information governance, ethical data processing, privacy-by-design principles, transparency, confidentiality, security, and compliance-focused business practices.

Through appropriate governance, technology, policies, training, and oversight, Purple People seeks to protect information entrusted to it while enabling innovation, AI-enabled intelligence, global expansion, business transformation, ESG excellence, financial advisory support, and strategic growth initiatives.

## **COOKIE POLICY**

### **Purple People International Private Limited**

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

#### **1. Introduction**

Purple People International Private Limited ("Purple People", "Company", "we", "our", or "us") uses cookies and similar tracking technologies to improve user experience, enhance website functionality, analyze website performance, support business operations, deliver personalized content, and maintain the security of our digital platforms.

This Cookie Policy explains how cookies and related technologies are used when you visit our website, digital platforms, client portals, learning platforms, AI-enabled applications, assessment tools, benchmarking systems, webinar platforms, and other online services operated by Purple People.

# Enterprise Governance, Risk, Compliance and Legal Framework

By continuing to use our website and digital services, you acknowledge that cookies and similar technologies may be used in accordance with this Cookie Policy, subject to your browser settings and applicable legal requirements.

## 2. Purpose of this Cookie Policy

The purpose of this Policy is to:

- Explain what cookies are.
- Explain how Purple People uses cookies.
- Describe categories of cookies deployed.
- Explain how information collected through cookies is used.
- Explain user choices regarding cookies.
- Promote transparency regarding online tracking technologies.
- Support compliance with applicable privacy and data protection laws.

## 3. What Are Cookies?

Cookies are small text files placed on a user's computer, smartphone, tablet, or other device when visiting a website.

Cookies allow websites and applications to:

- Recognize returning visitors.
- Remember preferences.
- Improve functionality.
- Analyze website usage.
- Enhance security.
- Personalize user experiences.
- Support marketing and communication activities.

Cookies generally do not directly identify an individual; however, they may be linked with other information collected by Purple People or authorized service providers.

## 4. Technologies Covered by this Policy

This Policy applies to:

### **Cookies**

Small files stored on user devices.

### **Pixels**

Small graphic images used to monitor website activity and communication effectiveness.

### **Web Beacons**

Electronic files that record user interactions.

# Enterprise Governance, Risk, Compliance and Legal Framework

## Tracking Scripts

Code used for analytics, website functionality, and performance monitoring.

## Local Storage Technologies

Data stored within browsers or applications to improve functionality and performance.

## Similar Technologies

Any technology that collects information through digital interactions for operational, analytical, marketing, security, or business purposes.

## 5. Categories of Cookies We Use

### A. Strictly Necessary Cookies

These cookies are essential for website operation and cannot generally be disabled.

They may support:

- Website security
- Session management
- Authentication
- Navigation functionality
- Load balancing
- Form submissions
- User preferences necessary for functionality

Without these cookies, portions of the website may not function properly.

### Examples

- Login session cookies
- Security verification cookies
- Consent management cookies

### B. Functional Cookies

These cookies help remember user preferences and improve website usability.

They may support:

- Language preferences
- Location preferences
- User settings
- Accessibility settings
- Saved configurations

## Benefits

## Enterprise Governance, Risk, Compliance and Legal Framework

These cookies improve convenience and personalization for returning visitors.

### C. Performance & Analytics Cookies

These cookies help us understand how users interact with our website.

Information may include:

- Page visits
- Website traffic
- Session duration
- User pathways
- Device information
- Geographic trends
- Engagement metrics

Analytics help Purple People improve:

- Website design
- Content quality
- Service delivery
- User experience
- Digital performance

### D. Business Intelligence & Benchmarking Cookies

As a business transformation, strategy, ESG, AI, compliance, finance, and advisory platform, Purple People may utilize technologies that support:

- User engagement analysis
- Business intelligence
- Platform optimization
- Assessment functionality
- Benchmarking systems
- Dashboard performance
- Learning platform analytics

These technologies help improve the quality and effectiveness of our digital offerings.

### E. Marketing & Communication Cookies

These cookies may be used to:

- Deliver relevant content
- Measure campaign effectiveness

## Enterprise Governance, Risk, Compliance and Legal Framework

- Manage subscriptions
- Track newsletter interactions
- Improve communications

These cookies may be set by Purple People or approved service providers.

### F. Third-Party Cookies

Certain services integrated into our website may place cookies on user devices.

Examples may include:

- Webinar platforms
- Video hosting providers
- CRM platforms
- Analytics platforms
- Social media integrations
- Marketing automation platforms
- Event registration systems

Third-party providers maintain their own privacy and cookie policies.

Purple People does not control third-party cookies after deployment by those providers.

### 6. Artificial Intelligence, Analytics & Cookie Data

Purple People may utilize:

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Predictive Analytics
- Business Intelligence Systems
- User Experience Analytics
- Automation Platforms

Information collected through cookies may be used to:

- Improve website performance
- Enhance navigation
- Support personalization
- Improve learning systems
- Improve benchmarking tools
- Support client engagement
- Generate usage insights

# Enterprise Governance, Risk, Compliance and Legal Framework

Such technologies are intended to improve services and user experiences.

Purple People does not use cookie data to make legally binding decisions about individuals without appropriate human oversight.

## 7. Information Collected Through Cookies

Depending on browser settings and cookie types, information collected may include:

- IP address
- Device type
- Browser type
- Operating system
- Language settings
- Geographic region
- Session duration
- Pages visited
- Clickstream activity
- Referral source
- Search activity
- Website interactions

This information may be aggregated, anonymized, or linked with other information where legally permissible.

## 8. How We Use Cookie Information

Cookie-generated information may be used for:

### Website Operations

- Maintaining website functionality
- Troubleshooting issues
- Improving reliability

### Security

- Fraud prevention
- Threat monitoring
- Session protection
- Access control

### Analytics

- Understanding user behavior

# Enterprise Governance, Risk, Compliance and Legal Framework

- Improving website content
- Measuring effectiveness

## Service Improvement

- Enhancing user experience
- Improving digital tools
- Optimizing business intelligence platforms

## Communications

- Newsletter management
- Event registrations
- Marketing effectiveness

## 9. Cookie Consent

Where required by applicable law, Purple People may request consent before placing non-essential cookies on user devices.

Consent may be obtained through:

- Cookie banners
- Consent management platforms
- Website preference centers

Users may modify their preferences at any time.

Withdrawal of consent may affect certain website features and functionality.

## 10. Managing Cookies

Users may control cookies through browser settings.

Most browsers allow users to:

- Block cookies
- Delete cookies
- Limit cookie storage
- Receive cookie notifications
- Disable tracking technologies

Examples include settings available in:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Safari

# Enterprise Governance, Risk, Compliance and Legal Framework

- Opera

Disabling cookies may impact website functionality and user experience.

## 11. Third-Party Services

Purple People may use third-party providers including:

- Analytics providers
- CRM providers
- Marketing platforms
- Webinar platforms
- Video hosting services
- Cloud service providers

These providers may collect information through their own technologies and policies.

Users are encouraged to review the privacy policies of such providers independently.

## 12. Cross-Border Data Processing

Information collected through cookies may be processed in countries where:

- Purple People operates
- Technology providers operate
- Cloud infrastructure exists
- Service providers maintain operations

By using our website, users acknowledge that information may be processed across multiple jurisdictions, subject to applicable legal requirements.

## 13. Data Retention

Cookie-generated information may be retained for varying periods depending on:

- Cookie category
- Business purpose
- Legal requirements
- Security considerations

Certain cookies expire automatically at the end of browsing sessions, while others may remain active for longer periods.

## 14. Security Measures

Purple People implements commercially reasonable measures to protect information collected through cookies and tracking technologies.

However:

- Internet communications are not completely secure.

## Enterprise Governance, Risk, Compliance and Legal Framework

- No technology system can guarantee absolute protection.
- Users share information at their own risk.

### 15. Children's Privacy

Purple People does not knowingly use cookies to collect personal information from children.

If such information is identified, reasonable efforts will be made to remove it in accordance with applicable legal requirements.

### 16. Changes to this Cookie Policy

Purple People reserves the right to update or modify this Cookie Policy at any time.

Changes may occur due to:

- Regulatory developments
- Technology changes
- Business requirements
- Service enhancements

Updated versions will be published on the website with revised effective dates.

### 17. Limitation of Liability

To the maximum extent permitted by applicable law, Purple People International shall not be liable for:

- Third-party cookie practices
- Browser limitations
- User configuration errors
- Technology failures
- Service interruptions
- Indirect or consequential losses arising from cookie-related technologies

Nothing in this Policy shall create a guarantee regarding uninterrupted website functionality or complete elimination of tracking technologies.

### 18. Contact Information

For questions regarding this Cookie Policy or privacy-related matters:

#### **Purple People International Private Limited**

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

Website: [www.purplepeople.in](http://www.purplepeople.in)

#### **Cookie Transparency Commitment**

Purple People International is committed to transparency, responsible technology usage, ethical analytics practices, privacy-by-design principles, and compliance-focused digital governance.

# Enterprise Governance, Risk, Compliance and Legal Framework

We use cookies and related technologies to improve user experiences, strengthen website performance, enhance security, support innovation, and deliver AI-enabled business intelligence solutions while respecting user privacy and data protection expectations.

## AI & TECHNOLOGY USAGE POLICY

### Purple People International Private Limited

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

#### 1. Purpose

Purple People International Private Limited ("Purple People", "Company", "we", "our", or "us") embraces Artificial Intelligence ("AI"), Machine Learning ("ML"), Large Language Models ("LLMs"), automation technologies, predictive analytics, business intelligence platforms, data visualization tools, benchmarking systems, and other emerging technologies to enhance innovation, improve efficiency, strengthen decision-making capabilities, and deliver value-added services to clients.

This AI & Technology Usage Policy establishes the principles, governance framework, limitations, responsibilities, and disclosures associated with the use of AI-enabled and technology-assisted systems across Purple People's operations, services, platforms, assessments, advisory engagements, publications, and digital ecosystems.

This Policy is intended to promote transparency, accountability, responsible innovation, ethical technology deployment, regulatory compliance, and risk management.

#### 2. Scope

This Policy applies to:

# Enterprise Governance, Risk, Compliance and Legal Framework

- Website visitors
- Clients and prospective clients
- Users of Purple People platforms
- Assessment participants
- Advisory service recipients
- Webinar and training participants
- Business partners
- Vendors and service providers
- Employees and contractors
- Users interacting with AI-enabled tools, dashboards, portals, frameworks, reports, or digital services provided by Purple People

This Policy governs the use of AI and technology across all business functions, jurisdictions, service offerings, and digital environments operated by Purple People.

## 3. Technology Ecosystem

Purple People may utilize a variety of technologies including but not limited to:

### **Artificial Intelligence (AI)**

Systems capable of generating, analyzing, summarizing, interpreting, forecasting, classifying, recommending, or enhancing information.

### **Machine Learning (ML)**

Technologies that identify patterns and improve outputs based on data and experience.

### **Large Language Models (LLMs)**

AI systems capable of generating text, reports, insights, communications, summaries, and recommendations.

### **Predictive Analytics**

Tools that assist in forecasting trends, outcomes, risks, opportunities, and performance indicators.

### **Business Intelligence Platforms**

Systems that aggregate, analyze, visualize, and report business information.

### **Automation Technologies**

Workflow systems designed to streamline repetitive business processes.

### **Data Visualization Tools**

Technologies that present information in graphical, dashboard, benchmarking, and analytical formats.

### **Benchmarking Engines**

# Enterprise Governance, Risk, Compliance and Legal Framework

Systems used to compare performance, risks, controls, governance, ESG metrics, financial indicators, compliance maturity, and operational effectiveness.

## Emerging Technologies

Purple People may adopt additional technologies as they evolve, including advanced analytics, cognitive computing, intelligent automation, and future AI capabilities.

## 4. Purpose of AI Usage

Purple People may use AI and technology-assisted systems for:

### Research & Knowledge Management

- Industry analysis
- Market intelligence
- Trend identification
- Regulatory monitoring
- Global business intelligence

### Strategic Advisory Support

- Business diagnostics
- Growth assessments
- Strategic planning
- Risk analysis
- Transformation initiatives

### Tax & Compliance Support

- Regulatory research
- Compliance monitoring
- Documentation assistance
- Risk identification

### ESG & Sustainability Services

- ESG assessments
- Sustainability analytics
- Reporting support
- Framework development

### Global Expansion Services

- Market intelligence
- Cross-border research

## Enterprise Governance, Risk, Compliance and Legal Framework

- Entity structuring support
- Expansion analysis

### Virtual CFO Services

- Financial analysis
- KPI monitoring
- Dashboard generation
- Performance analytics

### Learning & Development

- Educational content creation
- Training support
- Knowledge dissemination
- Learning management

### Operational Efficiency

- Workflow automation
- Administrative support
- Communication enhancement
- Process optimization

## 5. Human Oversight & Professional Judgment

Purple People recognizes that AI technologies are tools designed to assist, augment, and enhance human capabilities.

Accordingly:

- AI does not replace professional judgment.
- AI does not replace subject matter expertise.
- AI does not replace legal, tax, accounting, ESG, regulatory, governance, financial, or business professionals.
- Significant outputs may be subject to human review and validation.
- Critical decisions should always involve appropriate professional oversight.

Users acknowledge that AI-generated information should be evaluated independently before reliance.

## 6. AI-Assisted Content Disclosure

Purple People may use AI technologies to assist in generating, enhancing, reviewing, summarizing, organizing, interpreting, benchmarking, visualizing, or communicating information.

AI assistance may be utilized in:

# Enterprise Governance, Risk, Compliance and Legal Framework

- Reports
- Assessments
- Dashboards
- Presentations
- Articles
- Publications
- Newsletters
- Frameworks
- Benchmarking outputs
- Calculators
- Strategic recommendations
- Research summaries
- Training materials
- Client communications

Certain outputs may be fully or partially AI-assisted.

## **7. Limitations of Artificial Intelligence**

Users acknowledge and accept that AI technologies have inherent limitations.

AI-generated outputs may contain:

- Inaccuracies
- Assumptions
- Interpretations
- Omissions
- Hallucinations
- Predictive estimates
- Outdated information
- Incomplete analysis
- Contextual limitations
- Jurisdictional inconsistencies

Purple People does not represent that AI-generated outputs will always be:

- Accurate
- Complete
- Current

## Enterprise Governance, Risk, Compliance and Legal Framework

- Error-free
- Legally compliant
- Suitable for specific circumstances

Independent verification is strongly recommended.

### 8. No Professional Advice

Information generated through AI-enabled systems shall not be construed as:

- Legal advice
- Tax advice
- Accounting advice
- Audit opinions
- Assurance services
- Investment advice
- Valuation advice
- Regulatory opinions
- ESG certification
- Compliance certification
- Financial advisory recommendations

Users should seek qualified professional advice before making decisions based on AI-generated information.

### 9. AI Benchmarking & Analytics

Purple People may utilize AI-driven benchmarking and analytical tools to:

- Compare performance metrics
- Assess maturity levels
- Evaluate risks
- Measure ESG readiness
- Analyze governance frameworks
- Identify operational opportunities

Benchmarking outputs are intended for informational and strategic purposes only.

Benchmarking results may depend on:

- Data availability
- Data quality
- Methodological assumptions

## Enterprise Governance, Risk, Compliance and Legal Framework

- Industry comparisons
- Geographic factors

Benchmarking outputs should not be considered definitive or guaranteed.

### 10. Data Usage & Privacy

AI technologies may process information in accordance with:

- Privacy Policy
- Data Privacy Policy
- Information Security Policies
- Applicable laws and regulations

Purple People endeavors to implement reasonable safeguards to protect information processed through AI-enabled systems.

Users should avoid submitting highly confidential, classified, privileged, regulated, or sensitive information through public AI interfaces unless specifically authorized and secured.

### 11. Intellectual Property Considerations

AI-generated or AI-assisted outputs provided by Purple People may contain:

- Proprietary methodologies
- Frameworks
- Models
- Templates
- Research
- Analytical structures

Ownership rights remain subject to:

- Applicable intellectual property laws
- Contractual arrangements
- Licensing terms
- Engagement agreements

Users shall not reproduce, distribute, modify, commercialize, or exploit proprietary content without authorization.

### 12. Technology Availability

Purple People does not guarantee uninterrupted operation of:

- AI platforms
- Websites

## Enterprise Governance, Risk, Compliance and Legal Framework

- Portals
- Dashboards
- Assessment systems
- Benchmarking engines
- Digital services

Technology services may be affected by:

- Maintenance
- Software updates
- Infrastructure failures
- Cybersecurity incidents
- Third-party provider disruptions
- Force majeure events

### **13. Third-Party Technologies**

Purple People may utilize technology solutions provided by third-party vendors.

Such providers may include:

- AI platform providers
- Cloud service providers
- Analytics providers
- Automation vendors
- Data providers
- Benchmarking partners

Purple People does not control all aspects of third-party technologies and cannot guarantee their continuous performance or accuracy.

### **14. Ethical AI Principles**

Purple People is committed to responsible and ethical technology usage.

Our principles include:

#### **Transparency**

Disclosing material AI usage where appropriate.

#### **Accountability**

Maintaining responsibility for technology-assisted activities.

#### **Human Oversight**

Supporting professional review and governance.

# Enterprise Governance, Risk, Compliance and Legal Framework

## **Fairness**

Seeking to minimize unintended bias and discrimination.

## **Privacy Protection**

Safeguarding information entrusted to us.

## **Security**

Implementing reasonable protections against misuse.

## **Compliance**

Supporting applicable legal and regulatory obligations.

## **15. User Responsibilities**

Users agree to:

- Exercise independent judgment.
- Verify information before reliance.
- Obtain professional advice where appropriate.
- Use technology outputs responsibly.
- Comply with applicable laws.
- Avoid misuse of AI-generated content.

Users assume responsibility for decisions made using information obtained through AI-enabled systems.

## **16. Limitation of Liability**

To the maximum extent permitted by law, Purple People International shall not be liable for:

- AI-generated inaccuracies
- Predictive errors
- Analytical limitations
- User reliance on AI outputs
- Business decisions based on AI-generated information
- Lost profits
- Missed opportunities
- Regulatory outcomes
- Tax consequences
- Investment losses
- Operational disruptions

AI-generated information is provided on an "as available" and "as is" basis.

# Enterprise Governance, Risk, Compliance and Legal Framework

## 17. No Guarantee of Outcomes

Purple People does not guarantee that use of AI-enabled systems will result in:

- Increased profitability
- Regulatory compliance
- Tax savings
- Business growth
- Market expansion success
- ESG improvements
- Fundraising success
- Investment returns
- Operational efficiencies

Outcomes depend upon numerous factors beyond Purple People's control.

## 18. Policy Updates

Purple People reserves the right to modify this Policy at any time to reflect:

- Technological developments
- Regulatory changes
- Business requirements
- Industry best practices

Updated versions shall become effective upon publication.

## 19. Contact Information

For questions regarding AI usage, technology governance, or this Policy:

### **Purple People International Private Limited**

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

Website: [www.purplepeople.in](http://www.purplepeople.in)

### **Responsible AI Commitment**

Purple People International believes that Artificial Intelligence should serve as an enabler of innovation, intelligence, productivity, governance, sustainability, compliance, and business transformation.

Our commitment is to leverage technology responsibly, transparently, ethically, and securely while maintaining the central role of human expertise, professional judgment, accountability, and trust in every engagement and interaction.

## DATA RETENTION & INFORMATION LIFECYCLE POLICY

### Purple People International Private Limited

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

#### 1. Purpose

Purple People International Private Limited ("Purple People", "Company", "we", "our", or "us") recognizes that effective information governance requires responsible management of information throughout its lifecycle, including creation, collection, storage, use, sharing, archival, retention, and disposal.

The purpose of this Data Retention & Information Lifecycle Policy ("Policy") is to establish a structured framework for retaining information only for legitimate business, contractual, regulatory, legal, operational, risk management, cybersecurity, and compliance purposes while ensuring that information is disposed of securely when no longer required.

This Policy supports:

- Regulatory compliance
- Data privacy obligations
- Information security objectives
- Business continuity
- Risk management
- Corporate governance
- Legal defensibility
- Operational efficiency
- Responsible AI governance

#### 2. Scope

This Policy applies to:

# Enterprise Governance, Risk, Compliance and Legal Framework

- Employees
- Directors
- Officers
- Consultants
- Contractors
- Vendors
- Service providers
- Strategic alliance partners
- Business units
- Digital platforms
- Cloud environments
- AI-enabled systems
- Websites
- Portals
- Databases
- Physical records

The Policy applies to all information created, collected, received, processed, stored, transmitted, or maintained by Purple People in any format.

### **3. Policy Objectives**

Purple People seeks to:

#### **Maintain Information Responsibly**

Retain information necessary for legitimate business purposes.

#### **Reduce Risk**

Avoid excessive retention of information that increases legal, privacy, cybersecurity, and operational risks.

#### **Support Regulatory Compliance**

Meet applicable legal, tax, accounting, regulatory, audit, and contractual requirements.

#### **Strengthen Governance**

Ensure information is managed consistently across the organization.

#### **Protect Stakeholder Interests**

Safeguard confidential, personal, commercial, and proprietary information.

### **4. Information Lifecycle Framework**

# Enterprise Governance, Risk, Compliance and Legal Framework

Information within Purple People shall generally move through the following lifecycle stages:

## **Creation & Collection**

Information is generated, received, or collected.

## **Classification**

Information is categorized according to sensitivity, confidentiality, legal obligations, and business value.

## **Active Use**

Information is used for operational, advisory, administrative, compliance, and business purposes.

## **Storage**

Information is retained within approved systems and repositories.

## **Archival**

Information that is no longer actively used but must be retained may be archived.

## **Disposal**

Information reaching the end of its retention period may be securely deleted, destroyed, anonymized, or otherwise disposed of.

## **5. Categories of Information Covered**

Purple People may retain and manage various categories of information including:

### **Client Information**

- Client records
- Engagement files
- Contracts
- Correspondence
- Deliverables
- Reports
- Advisory documentation

### **Personal Information**

- Contact details
- Identification information
- Communication records
- User account information

### **Financial Information**

- Invoices

# Enterprise Governance, Risk, Compliance and Legal Framework

- Billing records
- Payment records
- Accounting documentation
- Tax records

## Compliance Information

- Regulatory filings
- Due diligence documentation
- Risk assessments
- Governance records

## Human Resource Information

- Recruitment records
- Employment records
- Training records
- Performance documentation

## Technology Information

- System logs
- Security logs
- Access records
- Application data
- Website analytics

## Marketing Information

- Newsletter subscriptions
- Event registrations
- Campaign records
- Lead management records

## AI & Analytics Information

- Assessment outputs
- Benchmarking results
- Dashboard data
- Analytical reports
- AI-generated outputs

## 6. Retention Principles

# Enterprise Governance, Risk, Compliance and Legal Framework

Purple People follows the following retention principles:

## **Business Necessity**

Information shall only be retained where there is a legitimate business need.

## **Legal Compliance**

Retention periods shall reflect applicable laws and regulations.

## **Data Minimization**

Information shall not be retained longer than reasonably necessary.

## **Risk-Based Approach**

Retention periods may vary depending on risk profile and information sensitivity.

## **Defensible Disposal**

Information shall be disposed of using secure and documented processes.

## **7. Standard Retention Periods**

The following retention periods represent general guidelines and may be adjusted based on legal, regulatory, contractual, operational, litigation, audit, cybersecurity, or risk considerations.

### **Client Engagement Records**

Retention Period:

#### **7 to 10 Years Following Completion of Engagement**

May include:

- Contracts
- Deliverables
- Reports
- Advisory records
- Correspondence

### **Tax & Financial Records**

Retention Period:

#### **8 to 10 Years**

May include:

- Invoices
- Tax records
- Accounting documentation
- Audit support documentation

Retention may be extended where legally required.

# Enterprise Governance, Risk, Compliance and Legal Framework

## Regulatory & Compliance Records

Retention Period:

**7 to 15 Years**

Depending on:

- Jurisdiction
- Industry
- Regulatory requirements

## Human Resource Records

Retention Period:

**7 Years Following Employment Termination**

Unless longer retention is required by law.

## Recruitment Records

Retention Period:

**1 to 3 Years**

Unless consent is obtained for longer retention.

## Website Analytics Data

Retention Period:

**12 to 36 Months**

Subject to privacy requirements and business needs.

## Marketing Records

Retention Period:

**Until Consent Withdrawal or 5 Years**

Whichever occurs first unless otherwise required.

## Webinar & Training Records

Retention Period:

**3 to 7 Years**

Including registrations, participation records, and certifications.

## Cybersecurity Logs

Retention Period:

**1 to 7 Years**

Depending on:

- Security requirements

## Enterprise Governance, Risk, Compliance and Legal Framework

- Regulatory obligations
- Investigation needs

### AI & Analytics Outputs

Retention Period:

#### As Required for Business Purposes

Retention may vary based on:

- Client requirements
- Engagement terms
- Regulatory obligations
- Intellectual property considerations

### 8. Litigation Hold & Regulatory Hold

Purple People may suspend ordinary disposal procedures when information becomes relevant to:

- Litigation
- Arbitration
- Investigations
- Regulatory reviews
- Government inquiries
- Compliance matters
- Internal investigations

Where a legal hold is implemented:

- Disposal activities may be suspended.
- Relevant information must be preserved.
- Retention periods may be extended indefinitely until release of the hold.

### 9. Data Archival

Information that is no longer actively required but must be retained may be archived.

Archived information may be stored:

- Electronically
- In secure cloud environments
- Within approved repositories
- In secure physical storage

Archived information remains subject to confidentiality and security obligations.

# Enterprise Governance, Risk, Compliance and Legal Framework

## 10. Information Disposal

Upon expiration of applicable retention periods, information may be:

### Securely Deleted

Electronic removal using approved deletion methods.

### Destroyed

Physical destruction of paper records.

### Anonymized

Removal of identifiers where retention of aggregated information remains useful.

### Archived Permanently

Where legally justified or historically necessary.

Purple People reserves discretion regarding the most appropriate disposal methodology.

## 11. Information Security During Retention

Throughout the retention lifecycle, Purple People shall endeavor to implement reasonable safeguards including:

### Technical Controls

- Encryption
- Access controls
- Authentication mechanisms
- Monitoring systems
- Backup procedures

### Administrative Controls

- Policies and procedures
- Training
- Confidentiality obligations
- Vendor oversight

### Physical Controls

- Secure storage
- Access restrictions
- Document protection

## 12. Artificial Intelligence & Data Retention

AI-enabled systems used by Purple People may process, generate, analyze, summarize, classify, or retain information.

# Enterprise Governance, Risk, Compliance and Legal Framework

Purple People may retain:

- AI-generated outputs
- Benchmarking results
- Analytical reports
- Model-generated recommendations
- Dashboard data

Retention periods may vary depending on:

- Business requirements
- Client agreements
- Legal obligations
- Intellectual property considerations

AI-generated information may be retained for auditability, quality assurance, governance, and regulatory purposes.

## **13. Third-Party Service Providers**

Purple People may engage third-party providers for:

- Cloud hosting
- CRM systems
- Analytics platforms
- Communication systems
- Security services
- AI platforms

Such providers may retain information according to contractual obligations, operational requirements, and applicable legal obligations.

Purple People seeks to work with providers that maintain reasonable data governance standards.

## **14. Cross-Border Information Retention**

Information may be stored or processed in jurisdictions where:

- Purple People operates
- Service providers operate
- Technology infrastructure exists

Retention obligations may vary by jurisdiction.

Where conflicts arise, Purple People reserves the right to apply the retention period necessary to satisfy the most stringent applicable legal, regulatory, contractual, or risk-management requirement.

# Enterprise Governance, Risk, Compliance and Legal Framework

## 15. User Requests for Deletion

Subject to applicable laws, individuals may request:

- Deletion of personal information
- Restriction of processing
- Withdrawal of consent

However, Purple People may retain information where necessary for:

- Legal compliance
- Regulatory obligations
- Contractual obligations
- Legitimate business interests
- Risk management
- Dispute resolution
- Enforcement of rights

Deletion requests do not automatically override legal retention requirements.

## 16. Limitation of Liability

To the maximum extent permitted by law, Purple People shall not be liable for:

- Information retained pursuant to legal obligations
- Delays in deletion caused by backup systems
- Archival requirements
- Regulatory retention obligations
- Third-party service provider retention practices
- Data restoration following legitimate business continuity procedures

Nothing in this Policy creates an obligation to delete information where retention is legally justified.

## 17. Policy Review & Updates

Purple People reserves the right to modify this Policy at any time to reflect:

- Legal developments
- Regulatory changes
- Technology advancements
- Business requirements
- Information governance improvements

Updated versions shall become effective upon publication.

# Enterprise Governance, Risk, Compliance and Legal Framework

## 18. Contact Information

For questions regarding data retention, information governance, or privacy matters:

### Data Governance Office

Purple People International Private Limited

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

Website: [www.purplepeople.in](http://www.purplepeople.in)

### Information Governance Commitment

Purple People International is committed to maintaining a robust information governance framework that balances privacy, security, regulatory compliance, operational efficiency, responsible AI usage, risk management, and business continuity.

Through disciplined retention, archival, and disposal practices, Purple People seeks to safeguard information assets while ensuring transparency, accountability, confidentiality, and long-term trust across all stakeholder relationships.

For Purple People International, these three documents are among the most important risk-protection documents because they protect the firm against cybersecurity incidents, international data-transfer liabilities, and website/service-related legal exposure.

# Enterprise Governance, Risk, Compliance and Legal Framework

## INFORMATION SECURITY & CYBERSECURITY STATEMENT

### Purple People International Private Limited

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

#### 1. Purpose

Purple People International Private Limited ("Purple People") recognizes that information security is fundamental to maintaining trust, protecting confidential information, supporting business continuity, and safeguarding stakeholders against cyber threats.

This Information Security & Cybersecurity Statement outlines the principles, controls, governance practices, and responsibilities adopted by Purple People to protect information assets, technology systems, client information, business data, intellectual property, and digital platforms from unauthorized access, disclosure, disruption, misuse, alteration, or destruction.

#### 2. Scope

This Statement applies to:

- Website visitors
- Clients and prospective clients
- Employees
- Contractors
- Consultants
- Vendors
- Service providers
- Alliance partners
- Technology platforms
- Websites
- Cloud environments
- AI-enabled systems
- Client portals
- Learning platforms
- Digital products

#### 3. Security Governance Principles

Purple People endeavors to maintain an information security framework based upon:

##### **Confidentiality**

# Enterprise Governance, Risk, Compliance and Legal Framework

Information should only be accessible to authorized individuals.

## **Integrity**

Information should remain accurate, complete, and protected against unauthorized modification.

## **Availability**

Information and systems should remain available for legitimate business purposes.

## **Accountability**

Users are responsible for safeguarding information entrusted to them.

## **Risk-Based Security**

Security controls are designed according to risk levels and business requirements.

## **4. Security Controls**

Purple People may implement reasonable technical and organizational safeguards including:

### **Technical Controls**

- Encryption technologies
- Firewalls
- Access controls
- Multi-factor authentication
- Secure cloud environments
- Endpoint protection
- Security monitoring
- Vulnerability management
- Secure backups

### **Administrative Controls**

- Information security policies
- Employee awareness programs
- Confidentiality agreements
- Vendor due diligence
- Incident response procedures

### **Physical Controls**

- Restricted access facilities
- Controlled storage
- Visitor management procedures

# Enterprise Governance, Risk, Compliance and Legal Framework

## 5. Cybersecurity Threat Landscape

Users acknowledge that cybersecurity risks continue to evolve and may include:

- Malware
- Ransomware
- Phishing attacks
- Social engineering
- Insider threats
- Distributed Denial-of-Service (DDoS) attacks
- Credential theft
- Data breaches
- Third-party compromises
- AI-enabled cyber threats

No organization can guarantee complete immunity from cyber risks.

## 6. Incident Response

Purple People maintains procedures intended to:

- Detect incidents
- Assess risks
- Contain threats
- Investigate security events
- Implement remediation measures
- Restore operations where feasible

Purple People reserves discretion regarding incident management approaches.

## 7. AI & Cybersecurity

Purple People may utilize AI-enabled technologies to support:

- Threat detection
- Security analytics
- Risk monitoring
- Behavioral analysis
- Operational resilience

AI-assisted security systems may generate false positives, false negatives, assumptions, predictions, or incomplete analyses.

Human oversight remains important.

# Enterprise Governance, Risk, Compliance and Legal Framework

## 8. User Responsibilities

Users are responsible for:

- Protecting credentials
- Maintaining device security
- Reporting suspected incidents
- Using systems lawfully
- Avoiding unauthorized access attempts

Failure to follow security practices may increase risk exposure.

## 9. Third-Party Technology Providers

Purple People may rely on third-party providers including:

- Cloud infrastructure providers
- Hosting providers
- AI technology vendors
- Analytics platforms
- CRM systems

Purple People cannot guarantee the security practices of independent third parties.

## 10. No Guarantee of Security

While Purple People implements reasonable safeguards, no technology system can guarantee:

- Absolute security
- Continuous availability
- Complete protection against cyberattacks
- Elimination of all vulnerabilities

Users acknowledge that internet-based communications involve inherent risks.

## 11. Limitation of Liability

To the maximum extent permitted by law, Purple People shall not be liable for:

- Cyberattacks
- Unauthorized access
- Malware infections
- Data breaches caused by third parties
- Service interruptions
- Internet failures
- Cloud provider outages

## Enterprise Governance, Risk, Compliance and Legal Framework

- Force majeure events
- User negligence

### 12. Contact Information

#### Information Security Office

Purple People International Private Limited

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

#### Security Commitment

Purple People strives to maintain a security-conscious culture that supports confidentiality, resilience, innovation, governance, compliance, and responsible technology usage.

## CROSS-BORDER DATA TRANSFER NOTICE

# Enterprise Governance, Risk, Compliance and Legal Framework

## Purple People International Private Limited

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

### 1. Purpose

Purple People International operates globally and may provide services involving cross-border advisory, consulting, tax, ESG, compliance, technology, AI-enabled intelligence, virtual CFO support, and international business expansion.

As a result, information collected by Purple People may be transferred, stored, accessed, processed, analyzed, or maintained across multiple jurisdictions.

This Cross-Border Data Transfer Notice explains how international transfers may occur and the safeguards that may be applied.

### 2. Global Operations

Purple People may serve:

- Multinational corporations
- SMEs
- Startups
- Investors
- Family offices
- Governments
- Development organizations
- Global expansion clients

These activities may require international data flows.

### 3. International Transfers

Information may be transferred between:

- Purple People offices
- Service providers
- Cloud environments
- Strategic partners
- Consultants
- Technology providers

Such transfers may occur for:

- Service delivery
- Client support
- Compliance

# Enterprise Governance, Risk, Compliance and Legal Framework

- Analytics
- Security monitoring
- Technology operations

## 4. Categories of Data Transferred

Transfers may involve:

- Personal information
- Business information
- Financial information
- Compliance information
- ESG information
- Strategic information
- Technology usage data
- Client communications

## 5. Data Transfer Safeguards

Where appropriate, Purple People may implement safeguards such as:

- Contractual protections
- Confidentiality obligations
- Vendor due diligence
- Access restrictions
- Security controls
- Encryption technologies

## 6. Third-Party Providers

Purple People may utilize:

- Cloud providers
- AI providers
- Analytics vendors
- CRM systems
- Marketing platforms
- Communication platforms

These providers may operate internationally.

## 7. User Acknowledgment

## **Enterprise Governance, Risk, Compliance and Legal Framework**

By using Purple People's services, users acknowledge that information may be processed internationally where legally permissible.

### **8. Limitation of Liability**

Purple People cannot guarantee that every jurisdiction provides identical privacy protections.

Users acknowledge that international transfers may involve varying legal and regulatory environments.

### **9. Contact Information**

#### **Privacy & Data Governance Office**

Purple People International Private Limited

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

## **TERMS & CONDITIONS**

**Purple People International Private Limited**

# Enterprise Governance, Risk, Compliance and Legal Framework

**Effective Date:** 01-04-2026

**Last Updated:** 31-05-2026

## 1. Acceptance of Terms

By accessing, browsing, downloading, registering, subscribing to, or using the website, services, tools, reports, assessments, dashboards, publications, AI-enabled systems, webinars, training programs, or digital platforms operated by Purple People International Private Limited, you agree to be legally bound by these Terms & Conditions.

If you do not agree, you should discontinue use immediately.

## 2. Website Purpose

Purple People provides information, consulting services, strategic frameworks, business transformation solutions, ESG advisory, tax support, virtual CFO services, AI-enabled intelligence solutions, learning resources, and related business services.

Information is provided for informational and business support purposes only.

## 3. No Professional Advice

Nothing on this website constitutes:

- Legal advice
- Tax advice
- Accounting advice
- Audit opinions
- Regulatory opinions
- Investment advice
- Valuation advice
- ESG certification
- Assurance services

Users should seek independent professional advice before acting.

## 4. AI-Assisted Content Disclosure

Certain materials may be:

- AI-generated
- AI-assisted
- Machine-assisted
- Algorithm-enhanced

This may include:

- Reports
- Assessments

# Enterprise Governance, Risk, Compliance and Legal Framework

- Dashboards
- Calculators
- Frameworks
- Analytics
- Strategic recommendations

AI outputs may contain inaccuracies, assumptions, interpretations, omissions, or outdated information.

## 5. Intellectual Property Rights

All rights, title, and interest in:

- Content
- Methodologies
- Frameworks
- Models
- Reports
- Publications
- Logos
- Trademarks
- Graphics
- Designs
- Training materials
- Digital products

remain the exclusive property of Purple People unless otherwise stated.

Unauthorized reproduction, modification, distribution, or commercial exploitation is prohibited.

## 6. Acceptable Use

Users shall not:

- Violate laws
- Infringe intellectual property rights
- Attempt unauthorized access
- Interfere with systems
- Introduce malware
- Misrepresent identity
- Abuse services

# Enterprise Governance, Risk, Compliance and Legal Framework

Purple People may suspend or terminate access at its discretion.

## 7. Third-Party Content & Links

The website may contain links to third-party websites.

Purple People does not:

- Endorse
- Control
- Guarantee
- Verify

third-party content or services.

Access is at the user's own risk.

## 8. No Guarantee of Results

Purple People does not guarantee:

- Profitability
- Business growth
- Tax outcomes
- Regulatory approvals
- Compliance outcomes
- Fundraising success
- Market expansion success
- Investment performance
- ESG ratings
- Operational improvements

Outcomes depend on numerous factors beyond our control.

## 9. Limitation of Liability

To the maximum extent permitted by law, Purple People shall not be liable for:

- Indirect losses
- Consequential losses
- Lost profits
- Lost opportunities
- Reputational damages
- Business interruption
- Regulatory consequences

## Enterprise Governance, Risk, Compliance and Legal Framework

- Cyber incidents
- Data loss
- AI-generated inaccuracies

Aggregate liability shall not exceed fees paid for the relevant service giving rise to the claim.

### 10. Indemnification

Users agree to defend, indemnify, and hold harmless Purple People, its directors, employees, affiliates, consultants, and representatives from claims, liabilities, losses, damages, penalties, costs, and expenses arising from:

- Website misuse
- Violation of these Terms
- Infringement of rights
- Unlawful activities
- Reliance upon user-provided information

### 11. Force Majeure

Purple People shall not be liable for delays or failures resulting from:

- Natural disasters
- Pandemics
- Government actions
- Labor disputes
- Cyberattacks
- Internet failures
- Utility disruptions
- War
- Civil unrest
- Events beyond reasonable control

### 12. Dispute Resolution

Any dispute shall first be addressed through good-faith negotiations.

If unresolved, disputes may be referred to arbitration in accordance with applicable Indian arbitration laws.

### 13. Governing Law & Jurisdiction

These Terms shall be governed by the laws of India.

Subject to applicable arbitration provisions, courts located in Delhi shall have exclusive jurisdiction.

# Enterprise Governance, Risk, Compliance and Legal Framework

## 14. Modification of Terms

Purple People reserves the right to modify these Terms at any time.

Continued use of the website constitutes acceptance of updated Terms.

## 15. Contact Information

### Purple People International Private Limited

Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)

Website: [www.purplepeople.in](http://www.purplepeople.in)

### Legal Notice

These Terms & Conditions are intended to establish a legally enforceable framework governing access to Purple People platforms, services, technologies, intellectual property, and business resources while protecting the interests of clients, stakeholders, and the organization.



**PURPLE PEOPLE**  
INTERNATIONAL

TRANSFORMING POSSIBILITIES INTO IMPACT

# ENTERPRISE GOVERNANCE, RISK, COMPLIANCE & LEGAL FRAMEWORK

A comprehensive framework of policies, standards, disclosures, and safeguards that govern our global operations, digital platforms, advisory services, AI-enabled solutions, and client engagements.



## OUR GOVERNANCE VALUES



### INTEGRITY

Upholding honesty, transparency, and ethical business conduct.



### ACCOUNTABILITY

Taking responsibility for our actions and our commitments.



### CONFIDENTIALITY

Protecting information and respecting privacy.



### COMPLIANCE

Adhering to applicable laws, regulations, and standards.



### INNOVATION

Leveraging technology and AI responsibly to create value.



### GLOBAL PERSPECTIVE

Delivering solutions that support sustainable global growth.



PROTECTING  
PEOPLE & DATA



MANAGING RISK  
EFFECTIVELY



ENSURING  
COMPLIANCE



BUILDING TRUST,  
CREATING IMPACT



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