







# JUSTICE U. P. SINGH MEMORIAL 3º CNLU-CCI NATIONAL MOOT COURT COMPETITION

# IN ASSOCIATION WITH





# **CLARIFICATIONS**

Skills Partner

**EBC**Learning

Knowledge Partner



Research Partner



Media Partner











No.	QUERIES	CLARIFICATION
1.	Is BeeLine LLC based out of Delaware or the United States? Does BeeLine LLC a Delaware limited liability company have any effect on the Wellington laws?	BeeLine LLC is a Delaware entity headquartered in the US and operates in Wellington through a subsidiary registered under the local laws of Wellington.
2.	Where is Made for Each Other Private Limited incorporated?	Made For Each Other Private Limited is incorporated in Wellington.
3.	Does BeeLine charge a commission rate of 20% on every subscription through other apps apart from Made For Each Other, such as Delivering Delight?	BeeLine charges a commission at the rate of 20% on every subscription through other apps apart from Made For Each Other, such as Delivering Delight.
4.	Is Made for Each Other obligated to pay the 20% commission to BeeLine through the latter's own payment gateway or can they use any other payment gateway as well?	The commission can be paid through any other payment gateway.
5.	Is BeeLine required to use the apps downloaded from "FunStore" on all smartphones within the Invertus ecosystem?	BeeLine account is not required to use the apps downloaded from 'FunStore' on all smartphones within the Invertus ecosystem.
6.	Is there a click-and-wrap contract that the company makes its consumers sign up for or any "terms and conditions" that the consumers have to agree to before signing in any of the BeeLine LLC services? Did that include any information regarding the processing of personal or any other data?	The end-consumers are made to sign up for a privacy policy as per <b>Annexure A</b> . Wherever there is a revenue-sharing agreement, it is negotiated on a case-to-case basis.
7.	Whether these third parties (advertising companies) are companies that belong to BeeLine LLC or other advertising companies as well? Who are these third parties?	The allegation is that these advertising companies include both the stack owned by BeeLine LLC and third-party companies. However, it is just an









		allegation. The participants may use their own discretion and accordingly proceed.
8.	In Issue 4, where it has been mentioned whether BeeLine LLC violates consumer protection laws, and that question being held in front of CCW, do we mean that it violates the Consumer Protection Act or any law that has relevant provisions protecting the consumers or both?	BeeLine LLC violates both the Consumer Protection Act and any law that has relevant provisions protecting consumers.
9.	Are we merging all three suits filed at the High Court, Consumer Redressal Authority, and the Competition Authority? If not, what is the status of the cases in other courts?	The matter is first filed before the Competition Commission of Wellington (CCW); second in Central Consumer Protection Authority (CCPA) and third in the High Court. All the matters are pending for disposal. Further, CCW is aware of the cases filed before CCPA and the High Court are on overlapping facts.
10.	Can users sideload apps from Beeline Default search services?	Users cannot sideload apps from Beeline Default search services.
11.	Are the OS apart from Invertus non-licensable? Is Invertus OS an open-source code?	Orange is non-licensable; Nest and BlueWater are licensable; Invertus is licensable. Yes, Invertus OS is an opensource code.
12.	Is there an option to disable any of the 10 proprietary mobile apps in the BeeLine Mobile Services (BMS)?	Yes, there is an option to disable any of the 10 proprietary mobile apps in the BeeLine Mobile Services (BMS).
13.	As mentioned in Para 10, does the company charge a commission on every transaction on the App Store or the company's application?	The company charge a commission on the Company's application.
14.	As specified in paragraph 3, the DPDP is not enforced in Wellington, while it is enforced in India. Therefore, it is permissible to assume	DPDP hasn't yet been enforced in Wellington. Yes, the initiatives are pari materia.









	that the purpose behind "Startup Wellington" and "Digital Wellington" is pari materia with the initiatives of "Startup India" and "Digital India" within the Indian context.	
15.	The market share of BeeLine delineated in different identified segments is calculated for the market across the globe or only the state of Wellington, given that BeeLine LLC operates across the globe?	The market share of BeeLine is calculated only in the state of Wellington
16.	In paragraph 14 does "Orange" be replaced with 'O' store.	Yes, in paragraph 14 "Orange" should be replaced with 'O' store
17.	What sort of video streaming, OVHP, and adtech platforms Beeline has?	OVHP is already named as 'Spiral'
18.	Is there any other way the proprietary apps of BMS can be downloaded apart from using the Invertus ecosystem?	No, there is no other way the proprietary apps of BMS can be downloaded apart from using the Invertus ecosystem?









# BEELINE'S PRIVACY POLICY (Annexure - A)

We build a range of services that help millions of people daily to explore and interact with the world in new ways. Our services include:

- BeeLine apps, sites, and devices, like Search, Spiral, and BeeLine Home
- Platforms like the Chrome browser and Invertus operating system
- Products that are integrated into third-party apps and sites, like ads, analytics, and embedded BeeLine Maps

You can use our services in a variety of ways to manage your privacy. For example, you can sign up for a BeeLine Account if you want to create and manage content like emails and photos, or see more relevant search results. And you can use many BeeLine services when you're signed out or without creating an account at all, like searching on BeeLine or watching Spiral videos. You can also choose to browse the web in a private mode, like Chrome Incognito mode, which helps keep your browsing private from other people who use your device. And across our services, you can adjust your privacy settings to control whether we collect some types of data and how we use it.

# **INFORMATION BeeLine COLLECTS**

We want you to understand the types of information we collect as you use our services. We collect information to provide better services to all our users — from figuring out basic stuff like which language you speak, to more complex things like which ads you'll find most useful, the people who matter most to you online, or which Spiral videos you might like. The information BeeLine collects, and how that information is used, depends on how you use our services and how you manage your privacy controls.

When you're not signed in to a BeeLine Account, we store the information we collect with unique identifiers tied to the browser, application, or device you're using. This allows us to do things like maintain your preferences across browsing sessions, such as your preferred language or whether to show you more relevant search results or ads based on your activity.

When you're signed in, we also collect information that we store with your BeeLine Account, which we treat as personal information.

Things you create or provide to us

When you create a BeeLine Account, you provide us with personal information that includes your name and a password. You can also choose to add a phone number or payment information to your account. Even if you aren't signed in to a BeeLine Account, you might choose to provide us with information — like an email address to communicate with BeeLine or receive updates about our services.

We also collect the content you create, upload, or receive from others when using our services. This includes things like email you write and receive, photos and videos you save, docs and spreadsheets you create, and comments you make on Spiral videos.









# Information we collect as you use our services

Your apps, browsers & devices

We collect information about the apps, browsers, and devices you use to access BeeLine services, which helps us provide features like automatic product updates and dimming your screen if your battery runs low.

The information we collect includes unique identifiers, browser type and settings, device type and settings, operating system, mobile network information including carrier name and phone number, and application version number. We also collect information about the interaction of your apps, browsers, and devices with our services, including IP address, crash reports, system activity, and the date, time, and referrer URL of your request.

We collect this information when a BeeLine service on your device contacts our servers — for example, when you install an app from the Play Store or when a service checks for automatic updates. If you're using an Invertus device with BeeLine apps, your device periodically contacts BeeLine servers to provide information about your device and connection to our services. This information includes things like your device type and carrier name, crash reports, which apps you've installed, and, depending on your device settings, other information about how you're using your Invertus device.

# Your activity

We collect information about your activity in our services, which we use to do things like recommend a Spiral video you might like. The activity information we collect may include:

If you use our services to make and receive calls or send and receive messages, we may collect call and message log information like your phone number, calling-party number, receiving-party number, forwarding numbers, sender and recipient email address, time and date of calls and messages, duration of calls, routing information, and types and volumes of calls and messages.

You can visit your BeeLine Account to find and manage activity information that's saved in your account.

#### Your location information

We collect location information when you use our services, which helps us offer features like driving directions, search results for things near you, and ads based on your location.

Depending on the products you're using and settings you choose, BeeLine may use different types of location information to help make some services and products you use more helpful. These include:

- GPS and other sensor data from your device
- IP address
- Activity on BeeLine services, such as from your searches or places you label like home or work
- Information about things near your device, such as Wi-Fi access points, cell towers, and Bluetooth-enabled devices









The types of location data we collect and how long we store it depend in part on your device and account settings. For example, you can turn your Invertus device's location on or off using the device's settings app. You can also turn on Location History if you want to create a private map of where you go with your signed-in devices. And if your Web & App Activity setting is enabled, your searches and other activity from BeeLine services, which may also include location information, is saved to your BeeLine Account.

In some circumstances, BeeLine also collects information about you from publicly accessible sources. For example, if your name appears in your local newspaper, BeeLine's Search engine may index that article and display it to other people if they search for your name. We may also collect information about you from trusted partners, such as directory services who provide us with business information to be displayed on BeeLine's services, marketing partners who provide us with information about potential customers of our business services, and security partners who provide us with information to protect against abuse. We also receive information from partners to provide advertising and research services on their behalf.

We use various technologies to collect and store information, including cookies, pixel tags, local storage, such as browser web storage or application data caches, databases, and server logs.

# WHY BeeLine COLLECTS DATA

We use the information we collect from all our services for the following purposes:

#### Provide our services

We use your information to deliver our services, like processing the terms you search for in order to return results or helping you share content by suggesting recipients from your contacts.

#### Maintain & improve our services

We also use your information to ensure our services are working as intended, such as tracking outages or troubleshooting issues that you report to us. And we use your information to make improvements to our services — for example, understanding which search terms are most frequently misspelled helps us improve spell-check features used across our services.

#### Develop new services

We use the information we collect in existing services to help us develop new ones. For example, understanding how people organized their photos in Picasa, BeeLine's first photos app, helped us design and launch BeeLine Photos.

#### Provide personalized services, including content and ads

We use the information we collect to customize our services for you, including providing recommendations, personalized content, and customized search results. For example, Security Checkup provides security tips adapted to how you use BeeLine products. And, depending on your available settings, BeeLine Play could use information like apps you've already installed and videos you've watched on Spiral to suggest new apps you might like.

Depending on your settings, we may also show you personalized ads based on your interests and activity across BeeLine services. For example, if you search for "mountain bikes," you may see









ads for sports equipment on Spiral. You can control what information we use to show you ads by visiting your ad settings in My Ad Center.

Don't show you personalized ads based on sensitive categories, such as race, religion, sexual orientation, or health.

We don't show you personalized ads based on your content from Drive, Bmail, or Photos.

We don't share information that personally identifies you with advertisers, such as your name or email, unless you ask us to. For example, if you see an ad for a nearby flower shop and select the "tap to call" button, we'll connect your call and may share your phone number with the flower shop.

# Measure performance

We use data for analytics and measurement to understand how our services are used. For example, we analyze data about your visits to our sites to do things like optimize product design. And we also use data about the ads you interact with, including your related BeeLine Search activity, to help advertisers understand the performance of their ad campaigns. We use a variety of tools to do this, including BeeLine Analytics. When you visit sites or use apps that use BeeLine Analytics, a BeeLine Analytics customer may choose to enable BeeLine to link information about your activity from that site or app with activity from other sites or apps that use our ad services.

#### Communicate with you

We use information we collect, like your email address, to interact with you directly. For example, we may send you a notification if we detect suspicious activity, like an attempt to sign in to your BeeLine Account from an unusual location. Or we may let you know about upcoming changes or improvements to our services. And if you contact BeeLine, we'll keep a record of your request in order to help solve any issues you might be facing.

Protect BeeLine, our users, and the public

We use information to help improve the safety and reliability of our services. This includes detecting, preventing, and responding to fraud, abuse, security risks, and technical issues that could harm BeeLine, our users, or the public.

We use different technologies to process your information for these purposes. We use automated systems that analyze your content to provide you with things like customized search results, personalized ads, or other features tailored to how you use our services. And we analyze your content to help us detect abuse such as spam, malware, and illegal content. We also use algorithms to recognize patterns in data. For example, BeeLine Translate helps people communicate across languages by detecting common language patterns in phrases you ask it to translate.

We may use the information we collect across our services and across your devices for the purposes described above. For example, depending on your available settings, if you watch videos of guitar players on Spiral, you might see an ad for guitar lessons on a site that uses our









ad products. Depending on your account settings, your activity on other sites and apps may be associated with your personal information in order to improve BeeLine's services and the ads delivered by BeeLine.

If other users already have your email address or other information that identifies you, we may show them your publicly visible BeeLine Account information, such as your name and photo. This helps people identify an email coming from you, for example.

We'll ask for your consent before using your information for a purpose that isn't covered in this Privacy Policy.

# **YOUR PRIVACY CONTROLS**

You have choices regarding the information we collect and how it's used

Managing, reviewing, and updating your information

When you're signed in, you can always review and update information by visiting the services you use. For example, Photos and Drive are both designed to help you manage specific types of content you've saved with BeeLine.

We also built a place for you to review and control information saved in your BeeLine Account. Your BeeLine Account includes:

When you're signed out, you can manage information associated with your browser or device, including:

- Signed-out search personalization: Choose whether your search activity is used to offer you more relevant results and recommendations.
- Spiral settings: Pause and delete your Spiral Search History and your Spiral Watch History.
- Ad Settings: Manage your preferences about the ads shown to you on BeeLine and on sites and apps that partner with BeeLine to show ads.

Exporting, removing & deleting your information

You can export a copy of content in your BeeLine Account if you want to back it up or use it with a service outside of BeeLine.

To delete your information, you can:

- Delete your content from specific BeeLine services
- Search for and then delete specific items from your account using My Activity
- Delete specific BeeLine products, including your information associated with those products
- Delete your entire BeeLine Account

Inactive Account Manager allows you to give someone else access to parts of your BeeLine Account in case you're unexpectedly unable to use your account.









And finally, you can also request to remove content from specific BeeLine services based on applicable law and our policies.

There are other ways to control the information BeeLine collects whether or not you're signed in to a BeeLine Account, including:

Browser settings: For example, you can configure your browser to indicate when BeeLine has set a cookie in your browser. You can also configure your browser to block all cookies from a specific domain or all domains. But remember that our services rely on cookies to function properly, for things like remembering your language preferences.

Device-level settings: Your device may have controls that determine what information we collect. For example, you can modify location settings on your Invertus device.

# **SHARING YOUR INFORMATION**

When BeeLine shares your information

We do not share your personal information with companies, organizations, or individuals outside of BeeLine except in the following cases:

# With your consent

We'll share personal information outside of BeeLine when we have your consent. For example, if you use BeeLine Home to make a reservation through a booking service, we'll get your permission before sharing your name or phone number with the restaurant. We also provide you with controls to review and manage third party apps and sites you have given access to data in your BeeLine Account. We'll ask for your explicit consent to share any sensitive personal information.

#### With domain administrators

If you're a student or work for an organization that uses BeeLine services, your domain administrator and resellers who manage your account will have access to your BeeLine Account.

# For external processing

We provide personal information to our affiliates and other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures. For example, we use service providers to help operate our data centers, deliver our products and services, improve our internal business processes, and offer additional support to customers and users. We also use service providers to help review Spiral video content for public safety and analyze and listen to samples of saved user audio to help improve BeeLine's audio recognition technologies.

We may share non-personally identifiable information publicly and with our partners — like publishers, advertisers, developers, or rights holders. For example, we share information publicly to show trends about the general use of our services. We also allow specific partners to collect information from your browser or device for advertising and measurement purposes using their own cookies or similar technologies.









If BeeLine is involved in a merger, acquisition, or sale of assets, we'll continue to ensure the confidentiality of your personal information and give affected users notice be personal information is transferred or becomes subject to a different privacy policy.

# **EXPORTING & DELETING YOUR INFORMATION**

You can export a copy of your information or delete it from your BeeLine Account at any time

You can export a copy of content in your BeeLine Account if you want to back it up or use it with a service outside of BeeLine.

To delete your information, you can:

- Delete your content from specific BeeLine services
- Search for and then delete specific items from your account using My Activity
- Delete specific BeeLine products, including your information associated with those products
- Delete your entire BeeLine Account

# Key terms

#### • Affiliates

An affiliate is an entity that belongs to the BeeLine group of companies, including the following companies that provide consumer services in the EU: BeeLine Ireland Limited, BeeLine Commerce Ltd, BeeLine Payment Corp, and BeeLine Dialer Inc. Learn more about the companies providing business services in the EU.

#### Algorithm

A process or set of rules followed by a computer in performing problem-solving operations.

## Application data cache

An application data cache is a data repository on a device. It can, for example, enable a web application to run without an internet connection and improve the performance of the application by enabling faster loading of content.

#### Browser web storage

Browser web storage enables websites to store data in a browser on a device. When used in "local storage" mode, it enables data to be stored across sessions. This makes data retrievable even after a browser has been closed and reopened. One technology that facilitates web storage is HTML.

#### Cookies

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the site again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can configure









your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies.

#### • Device

A device is a computer that can be used to access BeeLine services. For example, desktop computers, tablets, smart speakers, and smartphones are all considered devices.

#### • BeeLine Account

You may access some of our services by signing up for a BeeLine Account and providing us with some personal information (typically your name, email address, and a password). This account information is used to authenticate you when you access BeeLine services and protect your account from unauthorized access by others. You can edit or delete your account at any time through your BeeLine Account settings.

#### IP address

Every device connected to the Internet is assigned a number known as an Internet protocol (IP) address. These numbers are usually assigned in geographic blocks. An IP address can often be used to identify the location from which a device is connecting to the Internet.

# • Non-personally identifiable information

This is information that is recorded about users so that it no longer reflects or references an individually identifiable user.

#### • Personal information

This is information that you provide to us that personally identifies you, such as your name, email address, or billing information, or other data that can be reasonably linked to such information by BeeLine, such as information we associate with your BeeLine Account.

#### Sensitive personal information

This is a particular category of personal information relating to topics such as confidential medical facts, racial or ethnic origins, political or religious beliefs, or sexuality.

#### • Unique identifiers

A unique identifier is a string of characters that can be used to uniquely identify a browser, app, or device. Different identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed.

Unique identifiers can be used for various purposes, including security and fraud detection, syncing services such as your email inbox, remembering your preferences, and providing personalized advertising. For example, unique identifiers stored in cookies help sites display content in your browser in your preferred language. You can configure your browser to refuse all cookies or to indicate when a cookie is being sent.

On other platforms besides browsers, unique identifiers are used to recognize a specific device or app on that device. For example, a unique identifier such as the Advertising ID is used to provide relevant advertising on Invertus devices. Unique identifiers may also be incorporated into a device by its manufacturer (sometimes called a universally unique ID or









UUID), such as the IMEI- number of a mobile phone. For example, a device's unique identifier can be used to customize our service to your device or analyze device issues related to our services.

#### Additional Context

• Activity on BeeLine Services

If you're signed in to your BeeLine Account and have Web & App Activity turned on, your activity data on BeeLine sites, apps, and services may be saved in your account's Web & App Activity. Some activity may include information about the general area you were in when using the BeeLine service. When you search for something using a general area, your search will use an area of at least 3 sq km, or expand until the area represents the locations of at least 1,000 people. This helps protect your privacy.

In some cases, areas that you have searched from in the past may be used to estimate a relevant location for your search. For example, if you search for coffee shops while in Chelsea, BeeLine might show results for Chelsea in future searches.

Activity on third-party sites and apps that use our services
 Websites and apps that integrate BeeLine services like ads and analytics share information with us.

This information is collected regardless of which browser or browser mode you use. For example, although Incognito mode in Chrome can help keep your browsing private from other people who use your device, third party sites and apps that integrate our services may still share information with BeeLine when you visit them.

- Ads you'll and most useful
  - For example, if you watch videos about baking on Spiral, you may see more ads that relate to baking as you browse the web. We also may use your IP address to determine your approximate location, so that we can serve you ads for a nearby pizza delivery service if you search for "pizza."
- Advertising and research services on their behalf
   For example, merchants may upload data from their loyalty-card programs so that they can include loyalty information in search or shopping results, or better understand the performance of their ad campaigns. We only provide aggregated reports to advertisers that don't reveal information about individual people.
- Invertus device with BeeLine apps
   Invertus devices with BeeLine apps include devices sold by BeeLine or one of our
   partners and include phones, cameras, vehicles, wearables, and televisions. These devices
   use BeeLine Play Services and other pre-installed apps that include services like Bmail,
   Maps, your phone's camera and phone dialer, text-to-speech conversion, keyboard input,
   and security features.









#### • Customized search results

For example, when you're signed in to your BeeLine Account and have the Web & App Activity control enabled, you can get more relevant search results that are based on your previous searches and activity from other BeeLine services. You may also get customized search results even when you're signed out.

For example, we analyze how people interact with advertising to improve the performance of our ads.

# • Information about things near your device

If you use BeeLine's Location services on Invertus, we can improve the performance of apps that rely on your location, like BeeLine Maps. If you use BeeLine's Location services, your device sends information to BeeLine about its location, sensors (like accelerometer), and nearby cell towers and Wi-Fi access points (like MAC address and signal strength). All these things help to determine your location. You can use your device settings to enable BeeLine Location services.

#### Make improvements

For example, we use cookies to analyze how people interact with our services. And that analysis can help us build better products. For example, it may help us discover that it's taking people too long to complete a certain task or that they have trouble finishing steps at all. We can then redesign that feature and improve the product for everyone.

#### May link information

BeeLine Analytics relies on first-party cookies, which means the cookies are set by the BeeLine Analytics customer. Using our systems, data generated through BeeLine Analytics can be linked by the BeeLine Analytics customer and by BeeLine to third-party cookies that are related to visits to other websites. For example, an advertiser may want to use its BeeLine Analytics data to create more relevant ads, or to further analyze its traffic.

# Personalized ads

You may also see personalized ads based on information from the advertiser. If you shopped on an advertiser's website, for example, they can use that visit information to show you ads.

# • Phone number

If you add your phone number to your account, it can be used for different purposes across BeeLine services, depending on your settings. For example, your phone number can be used to help you access your account if you forget your password, help people find and connect with you, and make the ads you see more relevant to you.

#### • Use the information we collect across our services

Depending on your available settings, some examples of how we use the information we collect across our services include:

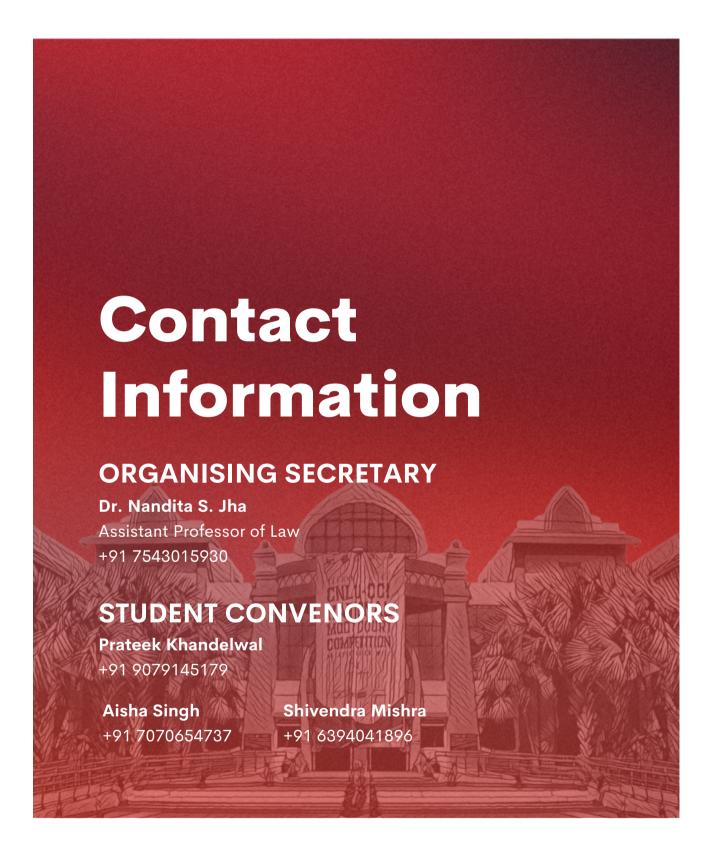








- i. When you're signed in to your BeeLine Account and search on BeeLine, you can see search results from the public web, along with relevant information from the content you have in other BeeLine products, like Bmail or BeeLine Calendar. This can include things like the status of your upcoming flights, restaurant, and hotel reservations, or your photos. If you have communicated with someone via Bmail and want to add them to a BeeLine Doc or an event in BeeLine Calendar, BeeLine makes it easy to do so by autocompleting their email address when you start to type in their name. This feature makes it easier to share things with people you know.
- ii. The BeeLine app can use data that you have stored in other BeeLine products to show you personalized content, depending on your settings. For example, if you have searches stored in your Web & App Activity, the BeeLine app can show you news articles and other information about your interests, like sports scores, based on your activity.
- iii. If you connect your BeeLine Account to your BeeLine Home, you can manage your information and get things done through the BeeLine Assistant. For example, you can add events to your BeeLine Calendar or get your schedule for the day, ask for status updates on your upcoming flight, or send information like driving directions to your phone.
- iv. If you're a user in the EU, the decisions you make on linking services will affect how certain BeeLine services can use the data across our services.
- Views and interactions with content and ads
  - For example, we collect information about views and interactions with ads so we can provide aggregated reports to advertisers, like telling them whether we served their ad on a page and whether the ad was likely seen by a viewer. We may also measure other interactions, such as how you move your mouse over an ad or if you interact with the page on which the ad appears.
- Voice and audio information
  - For example, you can choose whether you want BeeLine to save an audio recording to your BeeLine Account when you interact with BeeLine Search, Assistant, and Maps. When your device detects an audio activation command, like "Hey BeeLine," BeeLine records your voice and audio plus a few seconds before the activation.
- Your activity on other sites and apps
  - This activity might come from your use of BeeLine services, like from syncing your account with Chrome or your visits to sites and apps that partner with BeeLine. Many websites and apps partner with BeeLine to improve their content and services. For example, a website might use our advertising services (like AdSense) or analytics tools (like BeeLine Analytics), or it might embed other content (such as videos from Spiral). These services may share information about your activity with BeeLine and, depending on your account settings and the products in use (for instance, when a partner uses BeeLine Analytics in conjunction with our advertising services), this data may be associated with your personal information.



# For further assistance and information:

E-mail: cnlucci@cnlu.ac.in Website: www.cnlu.ac.in



