

# Privacy Policy

## 1. Introduction

We at The Startup Wallah ("Company," "we," "our," or "us") hold in high regard the privacy and security of your ("you," "your") personal information. This Privacy Policy describes the types of information we gather, how we use it, what we do to ensure it is protected, and your rights with respect to your personal information.

This policy covers all users of <https://www.thestartupwallah.com/> (the "Platform") and outlines how we treat the information gathered through our services, including but not limited to website usage, account sign-ups, transactions, and customer communications.

By using or accessing the Platform, you accept and agree to the practices outlined in this Privacy Policy. If you do not accept this policy, please do not use our services.

We handle personal data as per the Information Technology Act, 2000, the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, and other relevant laws and regulations in India.

## 2. Information We Collect

We receive, store, and process different kinds of personal and non-personal information to provide better user experience and enhance our services. The information we receive includes, but is not limited to:

### Personal Information

- Personal information is information that can identify you directly or indirectly. This includes:
- Identity Information: Full name, date of birth, gender,
- Contact Information: Email address, phone number, postal address.
- Account Credentials: Username, password, and security-related information required for account authentication.

### Non-Personal Information

- Non-personal data is information that cannot identify a person directly, for example:
- Device Information: IP address, device type, operating system, browser type, screen resolution.
- Website Usage Information: Page viewing behavior, time on pages, search, clickstream information, and interactions with Platform features.
- Cookies and Tracking Technologies: Cookies, beacons, and other tracking technologies may be used to improve user experience and track site traffic.

## Information Obtained from Third Parties

We can obtain information from third-party sources, including:

- Social media connections (if you connect your account to sites like Google, LinkedIn, or Facebook).
- Marketing associates that give suggestions on possible users or customers.
- Public databases or business directories under which your data are legally listed.

## How We Use Your Information

We handle information gathered for a legitimate business purpose, which includes but may not be limited to:

- Providing Services: To establish and administer user accounts, process transactions, and provide personalized experiences.
- Communication: To send order confirmation, answer queries, and administer customer support.
- Marketing & Promotions: To deliver promotional mail, newsletters, and special promotions (with opt-out options).
- Legal Compliance & Security: To identify unauthorized use, maintain legal compliance, and improve data protection.
- Website Optimization: To optimize functionality, fix bugs, and conduct data analysis.
- Business Operations: To study user preferences, gather market intelligence, and enhance our services.

## Sharing & Disclosure of Information

We never sell or lease your personal details to third parties. That being said, there may be specific instances when your information can be shared under the following conditions:

### With Service Providers & Partners

- In order to provide necessary services, we will share information with reputable third-party vendors, like:
- Payment gateway providers (like Razorpay, PayU) for secure payments.
- Logistic partners for dispatch and tracking.
- Advertising and analysis service providers for marketing.

## **Legal & Regulatory Compliance**

- We are likely to make disclosures of personal information:
- If lawfully required, government requests, or legal proceedings.
- To protect our rights or users in enforcing our Terms of Service.

## **Business Transfers**

User data can be transferred to the new entity in case of a merger, acquisition, or business restructuring.

## **Data Protection & Security Measures**

We have strict security measures in place to protect your data, including:

- **Encryption Technologies:** All payment transactions and sensitive data are encrypted using SSL (Secure Socket Layer) and other security protocols.
- **Access Controls:** Restricted access to personal data, ensuring that only authorized personnel handle sensitive information.
- **Regular Security Audits:** Frequent vulnerability assessments to detect and mitigate risks.

Despite these measures, no digital platform is entirely secure. We advise users to adopt personal security practices, such as creating strong passwords and avoiding phishing attempts.

## **Data Retention & Deletion**

We retain personal information for as long as necessary to fulfill the purposes outlined in this policy, subject to legal and regulatory requirements.

**Active Users:** Data will be retained until the user actively maintains an account.

**Inactive Users:** If no activity is recorded for a significant period, data may be archived or deleted.

**Legal Requirements:** Certain records must be retained for taxation, dispute resolution, or fraud prevention.

If you want to have your account erased or ask to have data deleted, you can reach out to our Grievance Officer .

## **Your Rights & Choices**

You, as a user, are entitled to:

- Access and view the personal data we keep on you.
- Ask for changes to be made to incorrect or outdated information.
- Opt-out of marketing messages by unsubscribing from emails.
- Ask for the account to be erased or limit processing of personal data in certain circumstances.

For any inquiries on your rights, refer to our Grievance Officer .

## **Cookies & Tracking Technologies**

Cookies and similar tracking technologies are used to enrich your Platform experience. They can be grouped as:

- Essential Cookies: Mandatory for site operations.
- Analytical Cookies: Used for site performance monitoring and enhancement.
- Marketing Cookies: Utilized for advertised campaigns.

Users can customize cookie settings through browser options.

## **Policy Updates & Amendments**

We may revise this Privacy Policy from time to time to incorporate changes in legal, technology, or business needs. Changes will be notified through:

- Website notices
- Email reminders (where applicable)

Ongoing use of the Platform following policy revisions constitutes agreement to the changed terms.

## **Grievance Redressal & Contact Details**

In case of any issues or grievances related to data privacy, you can approach our Grievance Officer:

- Email: [support@thestartupwallah.com](mailto:support@thestartupwallah.com)
- Address: The Startup Wallah, Barigaon Newada, Mariahu, Jaunpur, Uttar Pradesh, India

We are dedicated to resolving privacy issues in accordance with Indian IT legislation and will resolve complaints within the legally required time period.

## **Governing Law & Dispute Resolution**

This Privacy Policy shall be construed according to the laws of India. Any controversy or dispute arising out of or in relation to this policy shall be subject to the sole jurisdiction of the courts of Jaunpur, Uttar Pradesh.