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Thank you for choosing to be part of our community at KAFFEECUP. We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at support@kaffeecup.in.

When you visit KAFFEECUP and use our services, you trust us with your personal information. We consider your privacy solemnly. Herein privacy policy, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in correspondence to it. We would like you to take some time to read through it thoroughly and carefully, as it is indispensable. If there are any terms in this privacy policy that you do not agree with, you may discontinue use of KAFFEECUP and our services.

This privacy policy applies to all information collected by Us and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as the "**Services**").

Please read this privacy policy thoroughly and carefully as it will help you take cognizance and conclude informed decisions about sharing your personal information with us.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We solicit personal information that you voluntarily provide to us when registering at KAFFEECUP and expressing your interest in obtaining information about coffee market on our platform by using our products and services.

For getting yourself registered on KAFFEECUP, you generally provide information 1) your full name, user name, mobile number, desired password, email (optional), district, nearest city, zip code of your area, geo location address, profile photo, and 2) information you provide us when you contact us for help, such as contact information. These aforementioned information are required to register an individual as KAFFEECUP user. All personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

Data from device settings: information that you allow us to receive through device settings that you turn on, such as access to your GPS location, camera or photos.

a) Location permission

When you visit KAFFEECUP, we may use GPS technology to determine your real-time location in order to determine city you are located within to provide, personalize and improve our services and display a weather map to you. Location related information can be based on precise location (in case you have allowed us to collect it). We assure you that we do not share your current location with other users or any third party.

If you do not want us to use your location for the purposes set forth above, you have the option to either accept or refuse KAFFEECUP access to your location data. You can most often opt in/out of allowing KAFFEECUP to access the location data in the relevant section inside KAFFEECUP. If you choose to deny the access your location data then you can see the weather by selecting the city name from city search bar shown in the relevant section.

b) Access to Camera or Gallery

KAFFEECUP asks your permission to access to your camera or/and gallery when you specifically using the blog section or update you profile picture. By allowing us access to your gallery we do not fetch any photo or/and video without your permission to our server.

KAFFEECUP uploads only that photo or/and video which you voluntarily choose to be uploaded on KAFFEECUP.

If you do not want us to access your device camera or/and gallery, you have the option to opt-in/out by denying access. By denying the access you may not use some specific service or/and portion of services hereunder.

We may also use the information you provided us to contact you from time to time to provide you with important information, required notices, and marketing promotions through notifications.

2. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

***In Short:** We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfill business obligations.*

Yes, we may process or share data based with third party on the following described legal basis:

Consent: We may process your data if you have given us specific consent to use your personal information in a specific purpose.

Legitimate Interests: We may process your data when it is reasonably necessary to achieve our legitimate business interests.

Performance of a Contract: Where we have entered into a contract with you, we may process your personal information to fulfill the terms of our contract.

Legal Obligations: We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).

Vital Interests: We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations:

Vendors, Consultants and Other Third-Party Service Providers

We may share your data with third party vendors, service providers, contractors or agents who carry out services for us or on our behalf and requisite access to such information to perform the work.

Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on KAFFEECUP, which will enable them to collect data about how you interact with us over time. This information may be used to, among other things, analyse and track data, observe the popularity of certain content and better understand online activity.

Unless described in this Policy, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes.

Business Transfers We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Affiliates We may share your information with our affiliates, in which case we will require those affiliates to honour this privacy policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

Business Partners We may share your information with our business partners to offer you certain products, services or promotions.

Other Users When you otherwise interact within feed section (public areas) inside KAFFEECUP, personal information (like name and profile picture) and description of your activity may be viewed by all users and may be publicly distributed outside KAFFEECUP in perpetuity.

3. WHAT IS OUR STANCE ON THIRD-PARTY WEBSITES AND LINKS?

In Short: We are not responsible for the safety of any information that you share with third-party providers who advertise, but are not affiliated with, KAFFEECUP.

We may contain advertisements from third parties that are not affiliated with us and which may link to other websites, online services or mobile applications. We cannot guarantee the safety and privacy of data you provide to any third parties. Any data collected by third parties is not covered by this privacy policy. We are not responsible for the content or privacy and security practices and policies of any third parties, including other websites, services or applications that may be linked to or from KAFFEECUP. You should review the policies of such third parties and contact them directly to respond to your questions.

4. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your information for as long as necessary to fulfill the purposes outlined in this privacy policy unless otherwise required by law.

We will only retain your personal information until it is no longer necessary to provide our services and products or until your account is deleted – whichever is earlier. This is a case-by-case determination that depends on various things. It is necessary for the purposes set forth in this privacy policy, unless a longer retention period is required or permitted by law such as tax, accounting or/and other relevant legal or operational requirements. No purpose in this policy will require us keeping your personal information for more than 180 days.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

5. DO WE COLLECT INFORMATION FROM MINORS?

In Short: *We do not knowingly collect data from or market to children under 18 years of age.*

These services do not address anyone under the age of 18. We do not knowingly solicit data or/and personal identifiable information from or market to children under 18 years of age. By using KAFFEECUP, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of KAFFEECUP. If we ascertain that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you come to learn about any data we have collected from children under age 18, please contact us at support@kaffeecup.in.

6. HOW SECURED YOUR PERSONAL DATA IS WITH US?

In Short: *We are committed to protecting your personal information, but data transmission over any electronic media is never 100% reliable.*

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, although we take reasonable measures to ensure it, we cannot guarantee absolute security.

7. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: *You may review, change, or terminate your account at any time.*

If you believe we are unlawfully processing your personal information/data, you also have the right to complain to your local data protection supervisory authority.

Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases.

However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.

Opting-out of email marketing: You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided in the “HOW CAN YOU CONTACT US REGARDING THIS POLICY” section. You will then be removed from the marketing email list, however, we will still need to send you service-related emails that are necessary for the administration and use of your account. To otherwise opt-out, you may email us at support@kaffeecup.in.

8. WHAT ARE YOUR OPT-OUT RIGHTS?

In Short: *You can stop using KAFFEECUP by uninstalling it anytime from your device.*

You can stop all collection of information by the Us easily by uninstalling the KAFFEECUP. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network. You can also request to opt-out via email, at support@kaffeecup.in.

9. DO WE MAKE UPDATES TO THIS POLICY?

In Short: *Yes, we will update this policy as necessary to stay compliant with relevant laws.*

We reserve all rights to update this policy anytime without prior notice to you. We may update this privacy policy from time to time. The updated version will be indicated by an updated “Revised” date and

the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy policy frequently to be informed of how we are protecting your information.

10. HOW CAN YOU CONTACT US REGARDING THIS POLICY?

If you have questions or comments about this policy, you may contact us at:

Email: support@kaffeecup.in

Facebook: www.facebook.com/Kaffeecup

Instagram: www.instagram.com/Kaffeecupindia

Website: www.kaffeecup.in

Contact number: +91 8317498961

11. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on information technology (reasonable security practices and procedures and sensitive personal data or information) rules, **2011**, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please send an email requesting for the same at support@kaffeecup.in. We will respond to your request within 30 days.