

AFFILIATE AND EXTERNAL LINKS DISCLOSURE

Pranix AI Labs Private Limited

Cart2Save Platform

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Governing Law: Republic of India

AFFILIATE AND EXTERNAL LINKS DISCLOSURE

Cart2Save Platform - Revenue and Redirection Transparency

1. PURPOSE OF THIS DISCLOSURE

1.1. This Affiliate and External Links Disclosure ("Disclosure") provides transparency regarding the presence of affiliate links on the Cart2Save platform ("Platform") and the nature of external redirections to third-party e-commerce platforms.

1.2. The Company is committed to full disclosure of its revenue model and to ensuring that users are informed about how the Platform generates income from affiliate relationships.

1.3. This Disclosure complies with applicable Indian laws and industry best practices regarding affiliate marketing transparency.

2. AFFILIATE RELATIONSHIP EXPLANATION

2.1. The Platform participates in affiliate marketing programs operated by third-party e-commerce platforms and affiliate networks.

2.2. An "affiliate link" is a hyperlink that contains a tracking code which allows the third-party platform to identify that a user was referred by the Platform.

2.3. When a user clicks on an affiliate link and subsequently completes a transaction on the third-party platform, the Company may earn a commission from that third-party platform.

2.4. Commission rates vary by affiliate program, product category, and merchant. The Company has no control over commission rates, which are set unilaterally by third-party platforms.

3. AFFILIATE PROGRAMS UTILIZED

3.1. The Platform may participate in one or more of the following affiliate programs and networks:

(a) Amazon Associates Program;

(b) Flipkart Affiliate Program;

(c) CueLinks affiliate network;

(d) Other affiliate networks and direct merchant affiliate programs as disclosed on the Platform or upon request.

3.2. The specific affiliate programs utilized may change from time to time without notice. The Company will update this Disclosure periodically to reflect material changes in affiliate relationships.

4. COMMISSION STRUCTURE AND REVENUE MODEL

4.1. The Company earns revenue exclusively through affiliate commissions when users complete qualifying transactions on third-party platforms after clicking affiliate links from the Platform.

4.2. The presence of an affiliate commission does NOT affect:

- (a) The price paid by the user on the third-party platform;
- (b) The display order or ranking of products on the Platform;
- (c) The accuracy or completeness of price information displayed;
- (d) The neutrality or objectivity of the Platform's information services.

4.3. Users do not pay any additional fees or charges as a result of clicking affiliate links. All pricing is determined solely by the third-party platform.

5. PLATFORM NEUTRALITY DESPITE AFFILIATE RELATIONSHIPS

5.1. The Company maintains strict neutrality in product display and information presentation, regardless of affiliate commission rates or revenue potential.

5.2. Products are NOT prioritized, promoted, or ranked based on:

- (a) The availability of an affiliate relationship with the merchant;
- (b) The commission rate offered by the affiliate program;
- (c) Historical or projected affiliate revenue generation.

5.3. The Platform applies the same display logic, filtering criteria, and data presentation standards to all products and merchants, irrespective of affiliate status.

5.4. Non-affiliated products (for which no affiliate link is available) are displayed alongside affiliated products without differentiation or deprioritization.

6. EXTERNAL REDIRECTION TO THIRD-PARTY PLATFORMS

6.1. When a user clicks on a product listing, price comparison, or merchant link, the user will be redirected to the corresponding third-party e-commerce platform.

6.2. This redirection may occur via:

- (a) A direct affiliate link containing tracking parameters;
- (b) An intermediate redirect through an affiliate network (e.g., CueLinks);
- (c) A non-affiliate direct link, if no affiliate relationship exists.

6.3. Users acknowledge that clicking any link on the Platform will navigate them away from the Platform and onto a third-party website not controlled by the Company.

7. TRANSACTION RESPONSIBILITY AND LIABILITY

7.1. All transactions, including product selection, payment processing, order fulfillment, shipping, returns, refunds, and customer service, occur exclusively on third-party platforms.

7.2. The Company is NOT a party to any transaction and bears NO responsibility for:

- (a) Product quality, authenticity, or merchantability;
- (b) Pricing changes, product availability, or stock levels;
- (c) Delivery times, shipping costs, or logistics;

- (d) Return policies, warranty terms, or post-purchase support;
- (e) Payment security or financial transaction processing;
- (f) Any disputes between users and third-party merchants.

7.3. Users are advised to review the terms and conditions, privacy policies, and return policies of third-party platforms before completing any purchase.

8. NO ENDORSEMENT OR WARRANTY

- 8.1. The presence of an affiliate link does NOT constitute an endorsement, recommendation, or warranty by the Company regarding the product, merchant, or third-party platform.
- 8.2. The Company makes no representation regarding the suitability, quality, reliability, or value of any product listed on the Platform.
- 8.3. Users are solely responsible for evaluating products and merchants before making purchasing decisions.

9. PRICE ACCURACY AND FINAL PRICING

- 9.1. Price information displayed on the Platform is sourced from third-party platforms and represents a snapshot at a specific point in time.
- 9.2. The Company does NOT guarantee that the price displayed on the Platform will match the final price on the third-party platform at the time of purchase.
- 9.3. Final pricing, including taxes, shipping charges, discounts, and other fees, is determined exclusively by the third-party platform and may differ from the price information displayed on the Platform.
- 9.4. The Company is not liable for any pricing discrepancies, price increases, or unexpected charges incurred on third-party platforms.

10. COMPLIANCE WITH AFFILIATE PROGRAM TERMS

- 10.1. The Company operates its affiliate relationships in compliance with the terms and conditions of each affiliate program, including but not limited to:
 - (a) Amazon Associates Program Operating Agreement;
 - (b) Flipkart Affiliate Program Terms;
 - (c) CueLinks Terms of Service;
 - (d) Other applicable affiliate network agreements.
- 10.2. Users accessing third-party platforms via affiliate links are subject to the terms and conditions of those third-party platforms, not the Platform's Terms of Service.

11. COOKIES AND AFFILIATE TRACKING

- 11.1. When a user clicks an affiliate link, cookies or similar tracking technologies may be placed on the user's device by the affiliate network or third-party platform.

11.2. These tracking cookies are used solely for the purpose of attributing sales to the Platform's affiliate account and do not collect personal information on behalf of the Company.

11.3. The Company has no control over the cookies or tracking mechanisms employed by third-party platforms or affiliate networks. Users should refer to the privacy policies of those entities for more information.

12. USER CONSENT AND ACKNOWLEDGMENT

12.1. By using the Platform and clicking on any product link, users acknowledge and consent to:

- (a) Being redirected to third-party platforms via affiliate links;
- (b) The Company earning affiliate commissions from qualifying transactions;
- (c) The placement of affiliate tracking cookies on their devices;
- (d) The terms and conditions of third-party platforms governing such transactions.

12.2. Users who do not consent to affiliate tracking may refrain from clicking product links or may manually search for products on third-party platforms.

13. UPDATES TO THIS DISCLOSURE

13.1. The Company reserves the right to modify this Affiliate Disclosure at any time to reflect changes in affiliate relationships, revenue models, or legal requirements.

13.2. Material changes will be posted on the Platform, and continued use of the Platform constitutes acceptance of such changes.

14. CONTACT INFORMATION

14.1. For questions or concerns regarding affiliate relationships or external links, users may contact:

Pranix AI Labs Private Limited
Email: affiliate@pranixai.com
Website: www.cart2save.com

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