

PRIVACY POLICY

Pranix AI Labs Private Limited

Cart2Save Platform

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Governing Law: Republic of India

PRIVACY POLICY

Cart2Save Platform - DPDP Act 2023 Compliant

1. INTRODUCTION

1.1. This Privacy Policy describes how Pranix AI Labs Private Limited ("Company", "We", "Us") collects, uses, stores, and protects personal data in connection with the Cart2Save platform ("Platform").

1.2. This Privacy Policy is issued in compliance with the Digital Personal Data Protection Act, 2023 ("DPDP Act"), and other applicable data protection laws of India.

1.3. By accessing or using the Platform, Users consent to the collection and processing of personal data as described in this Privacy Policy.

2. DEFINITIONS

2.1. For the purposes of this Privacy Policy:

- (a) "Personal Data" means any data about an individual who is identifiable by or in relation to such data.
- (b) "Processing" means any operation performed on personal data, including collection, storage, use, sharing, or deletion.
- (c) "Data Principal" means the individual to whom the personal data relates (also referred to as "User" or "You").
- (d) "Data Fiduciary" means the Company, which determines the purpose and means of processing personal data.

3. PERSONAL DATA COLLECTED

3.1. The Company collects minimal personal data necessary to operate the Platform. The categories of data collected are:

- (a) Technical Data: IP address, browser type, device information, operating system, and session identifiers;
- (b) Usage Data: Pages viewed, search queries entered on the Platform, time and date of access, referral URLs;
- (c) Cookies and Similar Technologies: As described in Section 5 below.

3.2. The Platform does NOT collect:

- (a) Name, email address, or contact information (unless voluntarily provided for specific purposes such as customer support);
- (b) Financial information, credit card details, or payment data;
- (c) Government-issued identification numbers (Aadhaar, PAN, etc.);

- (d) Sensitive personal data such as biometric data, health records, or genetic information;
- (e) Transaction history, purchase records, or order details from Third-Party Platforms.

4. PURPOSE OF DATA COLLECTION

4.1. Personal data is collected and processed for the following lawful purposes:

- (a) To operate and maintain the Platform;
- (b) To analyze Platform usage patterns and improve user experience;
- (c) To ensure Platform security and prevent fraudulent or unauthorized access;
- (d) To comply with legal obligations under Indian law;
- (e) To generate anonymized, aggregated analytics that do not identify individual Users.

4.2. Personal data is NOT used for:

- (a) Creating user profiles for targeted advertising;
- (b) Selling or renting data to third parties;
- (c) Building recommendation engines or personalized product rankings.

5. COOKIES AND TRACKING TECHNOLOGIES

5.1. The Platform uses cookies and similar tracking technologies to enhance functionality and collect usage data.

5.2. Types of cookies used:

- (a) Essential Cookies: Required for basic Platform operation and cannot be disabled;
- (b) Analytics Cookies: Used to understand how Users interact with the Platform (e.g., Google Analytics);
- (c) Affiliate Tracking Cookies: Used to track clicks on Affiliate Links for commission attribution.

5.3. Users may disable cookies through browser settings, but this may affect Platform functionality.

5.4. Third-party analytics providers (e.g., Google Analytics) may collect data subject to their own privacy policies. The Company does not control third-party data practices.

6. DATA SHARING AND DISCLOSURE

6.1. The Company does not sell, rent, or trade personal data to third parties.

6.2. Personal data may be shared in the following limited circumstances:

- (a) Service Providers: With third-party vendors who provide hosting, analytics, or technical services, subject to confidentiality obligations;
- (b) Affiliate Networks: Anonymized click data may be shared with affiliate networks (e.g., Amazon Associates, CueLinks) to process commissions;
- (c) Legal Compliance: When required by law, court order, or governmental authority;

(d) Business Transfers: In the event of a merger, acquisition, or sale of assets, subject to continued protection of personal data.

6.3. Data shared with third parties is limited to the minimum necessary for the specified purpose.

7. DATA RETENTION

7.1. Personal data is retained only for as long as necessary to fulfill the purposes described in this Privacy Policy or as required by law.

7.2. Technical and usage data is typically retained for a period of 12 months, after which it is anonymized or deleted.

7.3. Users may request deletion of their personal data as described in Section 9 below.

8. DATA SECURITY

8.1. The Company implements reasonable technical and organizational measures to protect personal data from unauthorized access, alteration, disclosure, or destruction.

8.2. Security measures include, but are not limited to:

- (a) Encryption of data in transit using HTTPS/TLS protocols;
- (b) Access controls and authentication mechanisms;
- (c) Regular security audits and vulnerability assessments.

8.3. While the Company takes reasonable precautions, no method of data transmission or storage is completely secure. Users acknowledge and accept the inherent risks of online data transmission.

9. USER RIGHTS UNDER DPDP ACT, 2023

9.1. Data Principals (Users) have the following rights under the DPDP Act, 2023:

- (a) Right to Access: Users may request confirmation of whether personal data concerning them is being processed and obtain a copy of such data;
- (b) Right to Correction: Users may request correction of inaccurate or incomplete personal data;
- (c) Right to Erasure: Users may request deletion of personal data, subject to legal retention requirements;
- (d) Right to Grievance Redressal: Users may lodge complaints regarding data processing practices;
- (e) Right to Nominate: Users may nominate another individual to exercise their rights in the event of death or incapacity.

9.2. To exercise these rights, Users may contact the Company at the contact details provided in Section 12.

9.3. The Company will respond to valid requests within a reasonable timeframe, not exceeding the periods prescribed under the DPDP Act, 2023.

10. CHILDREN'S PRIVACY

- 10.1. The Platform is not directed to individuals under the age of 18 years.
- 10.2. The Company does not knowingly collect personal data from children. If the Company becomes aware that personal data has been collected from a child without verifiable parental consent, it will take steps to delete such data promptly.

11. CROSS-BORDER DATA TRANSFER

- 11.1. Personal data collected by the Platform is primarily stored and processed within India.
- 11.2. In limited circumstances, data may be transferred to service providers located outside India, subject to appropriate safeguards as required by the DPDP Act, 2023.

12. CONTACT INFORMATION FOR DATA REQUESTS

- 12.1. For any questions, concerns, or requests regarding personal data or this Privacy Policy, Users may contact:

Pranix AI Labs Private Limited
Email: privacy@pranixai.com
Grievance Officer: [Name and Contact Details to be provided]
Address: [Registered Office Address]

- 12.2. The Company will acknowledge receipt of data-related requests within 7 business days and respond substantively within the timelines prescribed under the DPDP Act, 2023.

13. CHANGES TO PRIVACY POLICY

- 13.1. The Company reserves the right to update this Privacy Policy from time to time to reflect changes in legal requirements or Platform practices.
- 13.2. Material changes will be notified to Users via the Platform or other appropriate means.
- 13.3. Continued use of the Platform following notice of changes constitutes acceptance of the revised Privacy Policy.

14. GOVERNING LAW

- 14.1. This Privacy Policy shall be governed by and construed in accordance with the laws of the Republic of India, including the Digital Personal Data Protection Act, 2023.
- 14.2. Any disputes arising from this Privacy Policy shall be subject to the exclusive jurisdiction of the courts in [Insert City], India.