

NEUTRALITY AND NON-PERSUASION DISCLOSURE

Pranix AI Labs Private Limited

Cart2Save Platform

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NEUTRALITY AND NON-PERSUASION DISCLOSURE

Cart2Save Platform Architecture and Display Logic

1. PURPOSE OF THIS DISCLOSURE

1.1. This Neutrality and Non-Persuasion Disclosure ("Disclosure") describes the technical and operational principles governing the display of price information on the Cart2Save platform ("Platform").

1.2. The Platform is designed and operated to maintain strict neutrality in the presentation of product and pricing data sourced from third-party e-commerce platforms.

1.3. This Disclosure serves as a formal statement of the Company's commitment to non-persuasive, transparent, and equitable information display practices.

2. PLATFORM ARCHITECTURE PRINCIPLES

2.1. The Platform functions as a price discovery and commerce intelligence tool that aggregates snapshot-based pricing information from external sources.

2.2. The Platform does NOT operate as:

- (a) A recommendation engine or algorithmic ranking system;
- (b) A personalization platform that tailors results to individual user profiles;
- (c) A sponsored placement or paid advertising platform;
- (d) A marketplace with direct commercial interest in transaction outcomes.

2.3. All display logic is deterministic, rule-based, and applied uniformly across all products and merchants without differentiation based on commercial relationships.

3. PROHIBITION OF SPONSORED RANKING

3.1. The Platform does not accept payment, commission, or any form of consideration from merchants, brands, or third-party platforms in exchange for preferential placement, higher ranking, or increased visibility of products.

3.2. No product or merchant receives priority in search results, category listings, or display order based on:

- (a) Commercial arrangements with the Company;
- (b) Affiliate commission rates or revenue potential;
- (c) Marketing or promotional agreements;
- (d) Direct or indirect financial incentives.

3.3. The Platform does not operate a "pay-to-rank" or "sponsored listing" model at any level of the user interface.

4. ABSENCE OF PAID PRIORITIZATION

4.1. Display order on the Platform is determined exclusively by neutral, objective criteria, which may include:

- (a) Alphabetical or chronological sorting;
- (b) Price-based sorting (ascending or descending);
- (c) Data source availability and recency;
- (d) User-selected filtering and sorting preferences.

4.2. The Platform explicitly prohibits any prioritization mechanism that favors certain merchants or products based on revenue generation, affiliate status, or commercial agreements.

5. DETERMINISTIC RULE ENFORCEMENT

5.1. All filtering, sorting, and display rules applied on the Platform are deterministic in nature, meaning that identical inputs will consistently produce identical outputs.

5.2. The Platform does not employ machine learning algorithms, predictive models, or dynamic ranking systems that could introduce bias or variability in product display.

5.3. Any modifications to display rules are documented, version-controlled, and applied uniformly across the Platform without exception.

6. EQUAL TREATMENT OF MERCHANTS

6.1. All third-party merchants and platforms are treated equally in terms of data collection, processing, and display on the Platform.

6.2. The Company does not:

- (a) Exclude or deprioritize merchants based on affiliate status;
- (b) Provide preferential data refresh rates or update frequency to specific merchants;
- (c) Apply differential quality filters or data validation standards;
- (d) Negotiate exclusive display agreements or merchant partnerships that affect Platform neutrality.

6.3. Merchants are not classified, labeled, or differentiated in a manner that could influence user perception or purchasing behavior.

7. SEPARATION OF MONETIZATION AND DISPLAY LOGIC

7.1. The Platform maintains a strict operational separation between monetization mechanisms (e.g., affiliate commissions) and display logic (e.g., product ranking).

7.2. Affiliate link generation occurs independently of product display order and does not influence which products are shown or how they are presented.

7.3. Commission-earning potential is not a factor in determining product visibility, placement, or priority on the Platform.

7.4. The technical architecture of the Platform is designed to prevent cross-contamination between revenue attribution systems and user-facing display interfaces.

8. TRANSPARENCY IN FILTERING AND SORTING

8.1. When users apply filters or sorting preferences, the Platform clearly indicates the active criteria (e.g., "Sorted by: Price - Low to High").

8.2. Default display order, if any, is based on neutral criteria such as alphabetical order or chronological data collection timestamp.

8.3. The Platform does not employ hidden or undisclosed filtering mechanisms that could selectively include or exclude products without user awareness.

9. ABSENCE OF PERSONALIZED RECOMMENDATIONS

9.1. The Platform does not generate personalized product recommendations based on user behavior, browsing history, or demographic profiling.

9.2. All users viewing the same category or search query under identical filter conditions will see the same set of results in the same order.

9.3. The Platform does not employ collaborative filtering, content-based filtering, or hybrid recommendation algorithms.

10. COMPLIANCE WITH CONSUMER PROTECTION PRINCIPLES

10.1. This Neutrality Disclosure aligns with the principles set forth in the Consumer Protection Act, 2019, and the Consumer Protection (E-Commerce) Rules, 2020, which require transparency in online platforms.

10.2. The Platform's neutral display practices are designed to empower users to make informed purchasing decisions without undue influence or persuasion.

11. AUDIT AND VERIFICATION MECHANISMS

11.1. The Company maintains internal audit procedures to verify ongoing compliance with the neutrality principles set forth in this Disclosure.

11.2. Display logic code and configuration parameters are subject to version control and periodic review to ensure adherence to non-persuasive design standards.

11.3. In the event that any deviation from neutrality principles is identified, corrective measures will be implemented promptly and disclosed as appropriate.

12. USER ACKNOWLEDGMENT

12.1. By using the Platform, users acknowledge that they have read and understood this Neutrality and Non-Persuasion Disclosure.

12.2. Users are encouraged to exercise independent judgment when evaluating product information and to verify all details on third-party platforms before making purchasing decisions.

13. CONTACT INFORMATION

13.1. For questions or concerns regarding the Platform's neutrality practices, users may contact:

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

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