

YOBHA

PRIVACY POLICY

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PRIVACY POLICY

This Privacy Policy ("**Policy**"), as amended from time to time, explains the policy regarding the collection, use, disclosure and transfer of personal information about individuals who use our websites ("**Site**") or who otherwise interact with us by YOBHA and/or its subsidiaries and/or affiliates ("**YOBHA**", "**we**", "**us**", or "**our**") (collectively referred to as the "**Company**").

This Policy sets out the privacy practices of the Company with respect to the entire content of the Site. The Site is owned and operated by YOBHA. That for the purposes of the Digital Personal Data Protection Act, 2023, YOBHA acts as the Data Fiduciary for determining the purpose and means of processing your personal data.

This Policy may be subject to further changes, including as may be warranted by a change in law. Upon updating the Policy, we may revise the "**Updated**" date at the bottom of this Policy. We therefore request the user to go through our Privacy Policy frequently to be updated with changes incorporated from time to time. Your continued engagement with us will denote your acceptance of such updates to this Policy.

If you do not agree with the terms of our Privacy Policy, including in relation to the manner of collection or use of your information, please do not use or access the Site.

If you have any questions or concerns regarding this Policy, you should contact our Customer Support Desk at _____.

Please familiarise yourself with our Policy to understand:

- the kind of information we collect and hold;
- how and when we may collect and hold personal information from you;
- the purposes for which we collect, store, use and disclose your personal information;
- the circumstances where we may disclose information to third parties;
- and how to contact us to access or correct personal information, or complain.

1. ABOUT US

YOBHA (hereinafter referred to as "**YOBHA**") is engaged in the business of designing, marketing, and selling apparel and related accessories through its e-commerce website. This Policy outlines our practices in relation to the collection, storage, usage, processing, and disclosure of personal data that you have consented to share with us when you access, use, or otherwise interact with our website available at _____ (collectively, "**Platform**") or avail products or services that YOBHA offers you on or through the Platform (collectively, the "**Services**").

At YOBHA, we are committed to protecting your personal data and respecting your privacy. In order to provide you with access to the Services, we have to collect and otherwise process certain data about you. This Policy explains how we process and use personal data about you.

Please note that unless specifically defined in this Policy, all the terms shall have the same meaning ascribed to them in our Terms. Please read this Policy in consonance with the Terms.

By using the Services, you confirm that you have read and agree to be bound by this Policy and consent to the processing activities described under this Policy.

2. DEFINITIONS

“We”, “Our”, and “Us” shall mean and refer to the creators of this privacy policy.

“You”, “Your”, “Yourself” and “User” shall mean and refer to natural and legal individuals who use the Website and its services. (For avoidance of doubt, references to “you” across this Policy are to an end user who uses this Website.)

“Website” shall mean and refer to (URL) owned and operated by YOBHA.

“Personal Information” shall mean and refer to any personally identifiable information that we may collect from you, including the data we collect about you during your interaction with our Services (such as device information, IP address, etc.).

By using our products and our website, you signify you have read and understood our Privacy Policy. This Privacy Policy applies to our websites, applications, promotions, products, and services, and describes how YOBHA collects, uses, shares, stores, or otherwise processes your Personal Information.

3. PURPOSE OF COLLECTING PERSONAL INFORMATION AND ITS USE

We collect, store, use, and disclose personal information for legitimate business purposes that are directly related to our operations, functions, and activities. Please note that without access to your personal information, we may be unable to provide our services, process your orders, or grant access to our platform.

We collect, retain, use, and disclose personal information for the following purposes:

1. **Order Fulfilment and Account Management:** We utilize your personal information to register and verify your identity, ensuring secure account creation and management. This information enables us to process your orders, manage payments, arrange for shipping and delivery, and handle returns or exchanges. We also maintain comprehensive transaction and order histories for all users.
2. **User Experience Enhancement:** To continuously improve your shopping experience, we monitor usage patterns and browsing trends to personalize product recommendations and content. We analyse user feedback and product reviews to enhance overall product quality and platform performance. Your information also helps us to address user queries more effectively and improve our customer support services.

3. **Transactional Communications and Updates:** We use your contact information to send you important updates regarding your orders, including order confirmations, shipping notifications, and delivery status. This also includes providing occasional company news and updates related to our brand or the services we offer.
4. **Direct Communication Activities:** Your personal information enables us to send essential transactional communications. When you contact us with inquiries, complaints, or support requests regarding products or orders, we use your information to respond appropriately and resolve your issues.
5. **Marketing and Promotional Communications:** With your consent, we may use your information to share details about new collections, special offers, sales, discounts, and website updates. We send promotional messages based on your preferences and purchase history, always providing clear opt-out mechanisms for your convenience. Your information may also be used to conduct customer surveys and promotional contests.
6. **Legal and Regulatory Compliance:** We process your personal information to detect, investigate, and prevent fraudulent, unauthorized, or potentially harmful activities on our platform. This information is essential for enforcing our Terms and Conditions and other governing policies. We also use your data to comply with applicable legal requirements, including taxation and regulatory obligations.
7. **Business Administration and Protection:** Your personal information supports our efforts to administer and protect our business and website infrastructure. We use this data for troubleshooting, data analysis, system testing, and internal operations required for website maintenance and security.

We collect personal information with your consent. This may be obtained through opt-in boxes on forms, by accepting these terms, or implied consent through your continued use of our services after being notified of this policy.

By using our Platform, you authorize us and our trusted partners (including logistics providers and payment gateways) to use your data strictly for the purposes stated above. We will not sell, lease, rent, or trade your personal information to any third party for such party's marketing or promotional purposes, unless you give your consent.

INFORMATION COLLECTED

In the course of providing our Services, we collect various types of personal information from our users to ensure effective service delivery and platform functionality.

1. **Contact Information:** We collect essential contact details, including your mailing address, shipping address, billing address, email addresses, and mobile phone numbers.
2. **Identity and Profile Information:** We gather personal identification details such as your full name, username or similar account identifiers, and gender information (optional). This also includes your purchase history and product preferences.

- 3. Technical Information:** Our systems automatically collect technical data, including your IP address, device type and operating system, browser type and version, mobile device identifiers, access timestamps, session duration, and activity logs. We may also collect location data, subject to your explicit permissions.
- 4. Usage and Transaction Information:** We maintain detailed records of your platform interactions, including products you have viewed, added to your cart, wish-listed, purchased, or returned. This encompasses your complete order history, payment-related information such as UPI identifiers or limited card details that are processed securely through third-party payment gateways, and all feedback, reviews, and support tickets you submit.
- 5. Communication Data:** We retain records of all communications with our customer service team, including call logs, emails, and chat transcripts.
- 6. Marketing and Survey Data:** We collect information from your voluntary participation in surveys, promotional campaigns, polls, and your marketing preference selections.
- 7. Social Media Login Data:** We may provide you with the option to register using social media account details, like your Google or Facebook account. If you choose to register in this way, we will collect the information as permitted by the respective social media platform.

Information may also include Sensitive Personal Data (“**SPDI**”) as defined under the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 (“the SPDI Rules”), which includes:

- Password;
- Financial Information such as Bank account, credit card, debit card, or other payment instrument details;
- Any detail relating to the above clauses as provided to the Company for providing Service.

We may also collect aggregated or anonymized data for analytical purposes, which does not identify you individually.

4. HOW DO WE COLLECT PERSONAL DATA?

We use different methods to collect personal data from and about you, including through:

- 1. Direct Interactions:** You provide us with your personal data when you interact with us. This includes personal data you provide when you create an account, place an order, subscribe to our newsletter, enter a promotion or survey, or when you give us feedback or contact us.
- 2. Automated technologies or interactions:** Each time you visit the Platform, we will automatically collect Technical Data about your equipment, browsing actions, and patterns. We collect this personal data by using cookies, server logs, and other similar technologies.

3. **Third parties or publicly available sources:** We may receive personal data about you from various third parties, such as technical data from analytics providers (e.g., Google) and advertising networks, and data from our payment and delivery service providers.

5. COOKIES AND TRACKING TECHNOLOGIES

Cookies are small data files that get saved on your device to help us identify you and enhance your user experience. We utilize cookies and similar tracking technologies to gather technical and behavioural data.

We employ cookies for several purposes: identifying you during return visits, preserving your preferences (like items in your shopping cart), enabling secure account access, analysing platform usage to improve functionality, and providing personalized advertisements.

We may permit external service providers, such as analytics platforms and advertising networks, to deploy cookies to monitor your browsing activity on our platform. These third-party organizations operate under their own privacy guidelines.

While most web browsers automatically accept cookies, you can adjust your browser settings to block cookies or remove them. Please note that disabling cookies may impact the functionality and performance of the Platform.

6. YOBHA WEBSITE

Without entering any personal information, you are free to explore and browse our website. We typically ask for your personal information when you visit our website to purchase products, create an account, or contact us. This is mainly so that we can process your order, answer your questions, and provide you with a personalized experience. You have the option to withhold this information, but doing so might prevent you from purchasing products or using all of the website's features.

7. CUSTOMER SUPPORT

To provide assistance for your queries regarding orders, products, or your account, we may require the following information:

- Information relating to your query and our suggested solutions are recorded by us to assist you in better customer relationship management.
- Details for the purposes of identification and verifying your identity, such as your name, order number, or contact information, to make any changes to your account or order.

8. HOW WE USE AND HANDLE THIS INFORMATION

Where information is collected, we use your personal information in accordance with Section 43A of the Information Technology Act, (2000) and the Digital Personal Data Protection (DPDP) Act, 2023, in the following ways:

- To communicate about our products and efficiently manage and administer all services and orders.
- To identify and re-validate users to ensure only authorized individuals access their accounts.
- To facilitate the provisioning of updates, support, invoicing, and online services.

9. DISCLOSURE

We may disclose your personal information to the following categories of organizations:

1. **Affiliated Entities:** We may share your information with our subsidiary and parent companies to support our operations. Marketing communications from our affiliates will only be sent to users who have explicitly opted in.
2. **Third-Party Service Providers:** We collaborate with external vendors for services like payment processing, order fulfilment, shipping, and logistics. We conduct thorough due diligence on these partners and contractually obligate them to maintain your personal information securely.
3. **Analytics and Marketing Firms:** To improve our platform, we may provide de-identified data to analytical companies that help us evaluate user engagement patterns and marketing campaign performance.
4. **Government and Legal Authorities:** We may be legally obligated to retain or share your personal information to comply with applicable laws, regulations, court orders, or government inquiries.
5. **Enforcement of our rights:** We may disclose personal information to a third party if we believe that such disclosure is necessary for preventing fraud, investigating any suspected illegal activity, or enforcing our agreements or policies.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes.

10. DATA RETENTION

You agree and acknowledge that your personal data will continue to be stored and retained by us for as long as necessary to fulfil our stated purpose(s) and for a reasonable period after the termination of your account to comply with our legal rights and obligations.

In some circumstances, we may aggregate your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

11. DATA SECURITY

Your information is stored on secure servers with appropriate technical and organizational safeguards in place. These measures include encryption (such as SSL technology for payment information), password protection, and physical security controls, all implemented in compliance with the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Information Rules), 2011.

While we implement robust security measures, no internet-based data transmission can be guaranteed as completely secure. Although we work diligently to protect your information, we cannot provide absolute assurance regarding the security of data you transmit to us.

12. BUSINESS TRANSFERS

Should a future sale, acquisition, or merger occur, we will require the new entity to legally uphold all commitments we have made to you regarding your data and privacy. We will provide advance notice through email or a prominent announcement/disclaimer on our website regarding any ownership changes.

13. THIRD-PARTY SERVICE PROVIDERS

We rely on trusted third parties for:

- Cloud hosting and data storage
- Analytics and business intelligence
- Payment gateway services
- Communication tools (SMS, email)
- Logistics and shipping partners

All providers are contractually bound to safeguard your data.

14. THIRD PARTY WEBSITES

Our website may contain links to external websites that we do not own or operate. We have no authority over, and accept no liability for, these third-party sites. This Policy exclusively covers our services. External sites operate under their own privacy policies. We advise you to review their privacy policies before sharing personal information.

15. CONFIDENTIALITY

You acknowledge and agree that certain information available on or through the YOBHA website, platform, or services may be designated as confidential, proprietary, or sensitive. You undertake not to access, use, reproduce, disclose, or share such information with any third party without the explicit prior written consent of YOBHA, except as may be required by applicable law, regulation, or governmental authority.

YOBHA treats all personal information and sensitive data provided by users as strictly confidential. We ensure that such information is handled with the highest standards of security and privacy, and we do not share, sell, rent, or lease your personal data to any external parties, except where disclosure is legally mandated, necessary for service fulfilment, or otherwise explicitly authorized by you.

All email communications, notifications, and correspondence from YOBHA will be limited to matters directly related to the services, products, transactions, or support requests you have initiated or subscribed to. We are committed to maintaining confidentiality, safeguarding your information from unauthorized access or misuse, and ensuring that your interactions with YOBHA remain secure and private at all times.

16. INFORMATION STORAGE, DESTRUCTION & SECURITY

YOBHA is committed to implementing comprehensive safeguards to protect all data in our possession. Our personnel are contractually bound to maintain data confidentiality standards.

We cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your Information, the transmission of Information to and from our Services is at your own risk.

No purpose in this Policy will require us to keep your Information for longer than 2 years after the termination of the User's account. Once we no longer have a legitimate business need to process your information, we will either delete or anonymize it. Until complete deletion is possible, data will be securely stored on backup systems and isolated from further processing.

17. 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. 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 (e.g., order confirmations).

18. CHANGES TO OUR PRIVACY POLICY

We may revise this Privacy Policy from time to time. All modifications become effective immediately upon publication. By continuing to use our services following notification of updates, you indicate your acceptance of the revised terms.

19. GOVERNING LAW AND JURISDICTION

All disputes, claims, or controversies arising out of or in connection with this Privacy Policy, including any question regarding its existence, validity, interpretation, or enforcement, shall be subject to the exclusive jurisdiction of the competent courts situated at _____ India. By accessing or using our website and services, you expressly agree that such courts shall have exclusive jurisdiction to adjudicate any dispute relating to your use of the Platform or to the processing of your personal data, and you waive any objection to such venue on grounds of jurisdiction or forum non conveniens.

This Privacy Policy shall be governed and construed in accordance with the laws of India, without regard to conflict of law principles. The parties agree to resolve all matters in good faith prior to initiating any formal proceedings, and the decision of the competent court shall be final and binding upon all parties concerned.

This Policy is compliant with the provisions of the Information Technology Act, 2000 and the Digital Personal Data Protection Act, 2023.

20. INDEMNIFICATION

By accessing, using, or interacting with the YOBHA website, mobile application, platform, or any of its associated services, you expressly agree to indemnify, defend, and hold harmless YOBHA, its affiliates, subsidiaries, directors, officers, employees, agents, and partners from and against any and all claims, liabilities, losses, damages, costs, or expenses, including reasonable legal fees, arising directly or indirectly from your acts or omissions in relation to the platform. This includes, without limitation, any misuse of the website or services, or any attempt to compromise, damage, or disrupt the normal operation of the platform, systems, or networks. You shall be fully responsible for any attempt to introduce, transmit, or deploy viruses, malware, Trojan horses, worms, or any other harmful or malicious software or code onto the Company's systems, servers, or network infrastructure.

Furthermore, you agree to be liable for any unauthorized access, interference, or manipulation of Company data, User data, or confidential information. Any breach, misuse, or unauthorized disclosure of personal or business-related information that results from your actions shall be treated as a material violation of this Privacy Policy and applicable laws, including but not

limited to the Information Technology Act, 2000, and the Digital Personal Data Protection Act, 2023. You acknowledge that such acts may cause irreparable harm to the Company, its operations, or its Users, and that YOBHA is entitled to seek all available remedies, including immediate suspension or termination of your access to the platform, as well as civil and criminal legal action.

This indemnification obligation shall survive any termination of your account, cessation of use of the YOBHA website or services, or any other discontinuation of the relationship between you and YOBHA. By continuing to use the website or services, you affirm your understanding of this clause and your commitment to comply with all applicable rules, regulations, and obligations to prevent any misuse or harm to YOBHA or its users.

21. INTELLECTUAL PROPERTY RIGHTS

All content, materials, software, designs, logos, trademarks, service marks, graphics, text, images, videos, audio, and other material displayed or made available on the YOBHA website, mobile application, platform, or through any of its services (collectively, “**Content**”) are the exclusive property of YOBHA, its subsidiaries, affiliates, licensors, or partners and are protected under applicable Indian and international copyright, trademark, patent, and other intellectual property laws. Nothing in this Privacy Policy or on the platform shall be construed as granting any license, right, or permission to reproduce, modify, distribute, transmit, display, perform, or otherwise use any Content in any form or by any means, except as expressly permitted by YOBHA in writing.

Users are granted a limited, non-exclusive, non-transferable, and revocable right to access and use the platform and its services solely for personal, non-commercial purposes in accordance with this Policy and any other applicable terms of use. Any unauthorized use, reproduction, distribution, display, modification, or creation of derivative works from the Content, whether for commercial or non-commercial purposes, is strictly prohibited and may result in civil, criminal, or administrative liability under the Information Technology Act, 2000, the Copyright Act, 1957, the Trademarks Act, 1999, and other applicable laws.

All trademarks, service marks, trade names, and logos displayed on the platform, whether registered or unregistered, are the sole property of YOBHA or its licensors, and no right, title, or interest in any of these marks is granted to the User. Users are strictly prohibited from using, copying, or imitating any of YOBHA’s marks or proprietary content in any manner that could cause confusion, dilute the brand, or harm YOBHA’s reputation.

By accessing or using the platform, you acknowledge and agree that any suggestions, feedback, or ideas shared with YOBHA in relation to the platform or services shall become the sole property of YOBHA, and you hereby assign all intellectual property rights, including moral rights, in such submissions to YOBHA without any additional compensation.

YOBHA reserves the right to take all necessary legal action, including seeking injunctive relief, damages, and recovery of legal costs, against any unauthorized use, reproduction, or infringement of its intellectual property rights. This Intellectual Property Rights clause shall survive the termination of your access to the platform and remain fully enforceable against all users.

22. MISCELLANEOUS

1. Entire Policy

This Privacy Policy constitutes the entire understanding between you and YOBHA with respect to the subject matter herein and supersedes any prior agreements, representations, or communications, whether written or oral, relating to such subject matter.

2. Severability

If any provision of this Policy is held to be invalid, illegal, or unenforceable under applicable law, the remaining provisions shall continue in full force and effect. The invalid or unenforceable provision shall be deemed modified to the minimum extent necessary to make it valid and enforceable.

3. Waiver

No failure or delay by YOBHA in exercising any right, power, or remedy under this Policy shall operate as a waiver thereof, nor shall any single or partial exercise of any such right, power, or remedy preclude any further exercise of the same or any other right.

4. Assignment

You shall not assign or transfer any of your rights or obligations under this Policy without the prior written consent of YOBHA. We may assign or transfer our rights and obligations under this Policy to any of our affiliates or as part of a merger, acquisition, or reorganization, subject to compliance with applicable data protection laws.

5. Notices and Communication

Any notices or communications required under this Policy may be sent electronically to the email address you have provided or posted on our website. Such communication shall be deemed effective upon transmission or posting.

6. Headings for Convenience

Headings and subheadings are inserted for convenience only and shall not affect the interpretation of this Policy.

7. Language

This Policy has been drafted in the English language and shall be interpreted accordingly. Translated versions, if provided, are for convenience only; in the event of any inconsistency, the English version shall prevail.

23. MANAGING YOUR PRIVACY

In accordance with the provisions of the Digital Personal Data Protection Act, 2023, you have certain rights regarding your personal information. YOBHA is committed to ensuring transparency and giving you control over your data. You have the right to access, review, and request corrections or updates to any personal information that we maintain about you.

If you wish to exercise any of the following rights, you may contact us through the channels provided below:

- To request details of the personal information we hold about you, including the categories of data collected, the purposes of processing, and the entities with whom your data has been shared;
- To request the correction, modification, or updating of any personal information that is inaccurate, incomplete, or outdated;
- To lodge a complaint regarding any perceived violation of your privacy or our obligations under applicable data protection laws.

You may contact our dedicated Data Protection Officer / Privacy Officer through any of the following methods:

Phone:

Email:

Postal Address:

Upon receiving your request, YOBHA will acknowledge receipt promptly and endeavour to respond within the timelines prescribed under the Digital Personal Data Protection Act, 2023. We are committed to addressing your concerns transparently and efficiently, and to ensuring that your rights as a Data Principal are respected.

For your security, please provide sufficient information to help us verify your identity before processing any access or correction request. Rest assured that all requests will be handled in accordance with applicable law and with the highest standards of confidentiality and data security.

24. CONSENT DECLARATION

By accessing or using the YOBHA website, mobile application, platform, or any of its services, you hereby acknowledge that you have read, understood, and agreed to the terms of this Privacy Policy. You expressly provide your free, informed, and unambiguous consent to the collection, processing, storage, disclosure, and transfer of your personal data in accordance with the purposes, practices, and safeguards described in this Privacy Policy.

You further acknowledge that your consent is necessary for YOBHA to provide its products, services, and a personalized user experience, including but not limited to order processing, customer support, marketing communications (where opted-in), and website functionality improvements.

You understand that you may withdraw your consent at any time by contacting YOBHA through the channels provided in this Privacy Policy, including phone, email, or postal

communication. Withdrawal of consent will not affect the lawfulness of processing carried out prior to such withdrawal, nor your obligations under applicable contracts or legal requirements.

You also acknowledge and agree that continued use of the YOBHA platform, services, or website without discontinuation after any update or notification regarding this Privacy Policy shall constitute your deemed consent to the collection, processing, storage, and use of your personal data in accordance with the revised terms.

If you do not agree with the terms of this Privacy Policy, including the collection or use of your personal information, you are advised to discontinue use of the website and services immediately.

THANK YOU FOR TRUSTING YOBHA

We deeply value the confidence you place in us by choosing our products and services, and we are committed to safeguarding your personal information with the highest standards of privacy and security.

Your privacy and data security are of paramount importance to us. We continuously strive to implement robust measures to protect your personal information, prevent unauthorized access, and maintain the integrity of our systems. By reviewing this Privacy Policy, you acknowledge your understanding of how we collect, process, store, and use your personal data, and your trust motivates us to continually enhance our privacy practices and ensure a secure, transparent, and seamless shopping experience.

We are dedicated to maintaining the confidentiality of your information, responding promptly to any concerns, and upholding our legal and ethical obligations under applicable data protection laws, including the Information Technology Act, 2000, and the Digital Personal Data Protection Act, 2023.

All intellectual property, including trademarks, logos, content, and software, appearing on this platform is owned or licensed by YOBHA. Unauthorized use of any content is strictly prohibited.

We encourage you to periodically review this Privacy Policy to stay informed of any updates. Your continued use of the YOBHA website or services after any modifications constitutes your acceptance of the revised terms and policies.

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