

ARTHAMAY TECHNOLOGIES PRIVATE LIMITED PRIVACY POLICY

Effective as of February 11, 2025

Arthamay Technologies Private Limited (the "**Company**") is dedicated to safeguarding the privacy and security of its users' data. This Privacy Policy ("**Privacy Policy**") outlines how we collect, use, store, and protect the data you provide to us and aims to help you make informed decisions while using our services.

For the purposes of this Privacy Policy:

- "**Site**" or "**Website**" refers to our website located at <https://arthamay.com/> and any associated web-based applications.
- "**App**" refers to our mobile application, iCoFound, available on the Apple App Store and Google Play Store.

Together, the Site and App are collectively referred to as the "**Platform**," and references to the "**Platform**," "**Site**," or "**App**" may be used interchangeably to denote both components of our services.

"**Service**" means the range of features and functionalities provided by the Company through the App and Site, enabling users to register, connect with other users, and utilize the tools and services offered.

The terms "**we**," "**us**," and "**our**" refer to the Company.

The terms "**you**," "**user**," or "**User**" refer to any individual accessing or using our Platform or Services.

By accessing or using our Platform, you agree to the terms outlined in this Privacy Policy and our Terms of Use (found here: <https://arthamay.com/terms-of-use/>). By doing so, you expressly consent to the collection, storage, use, and disclosure of your Personal Data in accordance with this Privacy Policy.

We encourage you to read this Privacy Policy carefully. If you have any questions or concerns about our privacy practices, please contact us at admin@arthamay.com.

1. INFORMATION WE COLLECT

We collect two (2) categories of data: "Non-Personal Information" and "Personal Information".

Non-Personal Information refers to data that does not, on its own, identify an individual. This includes information such as anonymous usage statistics, aggregated demographic details, referring or exit pages and URLs, platform types, preferences you voluntarily submit, preferences generated based on your interactions with our Platform, and the number of clicks on our services or links. This data is used to analyze trends, improve user experiences, and enhance our services.

Personal Information, also referred to as Personal Data under the Digital Personal Data Protection (DPDP) Act, 2023, refers to any information that directly or indirectly identifies an individual. This may include, but is not limited to:

- **Identity Information:** Name, date of birth, gender, and profession.
- **Contact Information:** Email address, phone number, and physical address.
- **Account Information:** Data provided during the registration process, such as username and password.
- **Other Information:** Details such as preferences, location, or any other information you voluntarily provide during your use of the Site or App.

We collect Personal Data only with your express and informed consent, as required under the DPDP Act. Consent is obtained at the time of registration or when you provide such data to access our products, services, or content through our Platform.

We will use your Personal Data strictly for the purposes communicated to you at the time of collection, such as providing services, enhancing user experiences, fulfilling contractual obligations, or complying with applicable laws. Any transmission or further processing of your Personal Data will only occur after you have been fully informed of its purpose and scope and have provided your express consent.

If you wish to inquire about the specific uses of your Personal Data, or if you require clarity about its processing, you may contact us at admin@arthamay.com. We are committed to transparency and accountability in handling your Personal Data, ensuring compliance with all applicable provisions of the DPDP Act, 2023.

1.1. Information Collected via Technology:

1.1.1. **Activation and Use of the Service:** To activate the Service, you are required to submit only limited Personal Data, specifically your email address, name, profession, and date of birth. This information is collected with your express and informed consent to facilitate account creation and basic functionality of the Service. To access and fully utilize the Service thereafter, additional Personal Data may be required. This may include, but is not limited to, your gender, location, contact information, professional skills, and business preferences. The purpose of collecting this information is to enable you to engage effectively with the Service and allow other users to view your professional profile, facilitating meaningful connections and interactions on the Platform. We process your Personal Data strictly for the purposes communicated to you at the time of collection. Your Personal Data will be displayed to other users only to the extent you choose to make it publicly available, and such processing will be conducted in compliance with the principles of transparency, purpose limitation, and data minimization mandated by the DPDP Act. If you have any concerns or require further clarification about how your Personal Data is collected, used, or displayed, please contact us at admin@arthamay.com.

1.1.2. **Use of Cookies and Analytics:** We use cookies and other tracking technologies to enhance your user experience, improve the quality of our services, and provide a seamless experience across our Platform. Cookies are small text files sent to your browser by our servers and stored on your device. They enable us to collect and analyze information about your usage of our App and Site. This includes both persistent cookies, which remain on your device after you close your session and continue to exist until you delete them, and session cookies, which are temporary and automatically expire once you close your session.

Through cookies and similar technologies, we may collect both Non-Personal Data and Personal Data to understand user preferences, track usage patterns, and improve the functionality of our Platform. Non-Personal Data refers to aggregated or anonymized information that cannot identify you as an individual, such as browser type, device information, general usage statistics, and search queries. Personal Data includes information that can directly or indirectly identify you, such as your name, email address, location, or other details, provided it is collected in a manner that allows identification.

Examples of data collected through cookies and analytics tools include:

- **Device information:** Type of device, operating system, and browser used.
- **Location information:** General geographic data derived from your IP address.
- **Interaction details:** Search queries, the pages you visit, and the links you click.
- **Advertisement data:** When and where you saw previous advertisements and how many times you viewed them.

These tracking technologies enable us to analyze trends, measure performance, and provide personalized services to improve your experience. In some cases, the information collected through cookies may be considered Personal Data under applicable law. In such instances, we treat this information as Personal Data and process it in compliance with relevant data protection laws, including the Digital Personal Data Protection Act, 2023.

If you do not wish to allow cookies or other tracking technologies, you can restrict, disable, or block them through your browser or device settings. However, please note that doing so may limit the functionality of our Platform and affect your ability to access certain features or services. We are not liable for any interruptions, degraded functionality, or inability to use our services caused by your choices regarding cookies and similar technologies.

We process all data collected through cookies and tracking technologies solely for purposes expressly communicated to you, for which you have provided your informed and express consent. This ensures full transparency and adherence to applicable data protection laws, including respecting your preferences and privacy rights. If you have concerns or wish to adjust your cookie settings, please contact us at admin@arthamay.com.

- 1.1.3. **Storage and Processing of Personal Data:** Your Personal Data will be stored and processed outside India, including in the United States, as part of the operation of our services. By accepting this Privacy Policy, you expressly consent to such storage and processing outside India. We ensure that any transfer of Personal Data outside India complies with applicable Indian laws, including the DPDP Act, 2023. The data transfer is conducted with adequate safeguards to ensure the confidentiality, integrity, and security of your Personal Data. Please note that your acceptance of this Privacy Policy signifies your express agreement to the storage, processing, and transfer of your Personal Data to jurisdictions outside India. If you have any concerns or require more details about these practices, you may contact us using the details provided in this Privacy Policy.

- 1.2. **Information You Provide During Registration:** To subscribe to the Service, you are required to create a personal profile by registering on the App or Site. During registration, we will collect limited Personal Data, including your email address, username, and password. This information is necessary to create your account and enable secure access to the Service. By registering, you are authorizing us to collect, store, and use this information in compliance with this Privacy Policy and applicable Indian laws, including the DPDPA, 2023. All information provided during registration is collected with your express consent and processed solely for the purposes of account creation, user authentication, and providing access to the Service.
- 1.3. **Information You May Provide During Use of the App:** Once you have subscribed to the Service, you may choose to provide additional Personal Data to enhance your profile and user experience. This information may include, but is not limited to:
- User Profile Picture;
 - User Bio;
 - Gender (optional);
 - Date of Birth;
 - Zip Code;
 - Location;
 - User Rating Count/Feedback;
 - Profession and Professional Experience;
 - Core Skills; and
 - Business Approach, including values and inspirations.

You have full control over what additional information you provide and what is displayed publicly. We use this information to present you with personalized content, improve your user experience, and allow other users to view your professional profile and connect with you. Such information will only be publicly visible to the extent that you expressly choose to make it so.

We do not share sensitive data such as your date of birth, password, or gender with other users. Messages exchanged between you and other users through the App are treated as private to the extent required by applicable laws. However, please note that our chat and messaging system may not be fully encrypted and may be accessible to authorized personnel for operational or support purposes.

We process all Personal Data provided by you in compliance with the principles of purpose limitation, data minimization, and transparency as mandated under the DPDPA, 2023. Users are encouraged to exercise discretion in sharing publicly visible information and to contact us at admin@arthamay.com with any concerns or questions regarding the collection or use of their data.

- 1.4. **No Discrimination for Opting Out:** The Company ensures that no user will face discrimination in the provision of services, software, or content solely because they have refused to provide their consent for the processing of their Personal Data. Users have the right to refuse or withdraw consent without facing any unfair treatment or adverse consequences. However, it is important to note that access to certain services, features, or functionalities may be discontinued if the processing of specific Personal Data is essential for providing those services. In such cases, the Company will clearly communicate to the

user the necessity of the data and the implications of not providing or withdrawing consent. Any refusal to provide consent must be explicitly communicated to the Company in writing at the contact address provided in this Privacy Policy. We adhere to the principles of purpose limitation and data minimization, ensuring that Personal Data is collected and processed only to the extent necessary for delivering the requested services. Where users choose to opt out, the Company will ensure that their choice does not result in unfair denial of services that do not rely on the refused data. If you believe you have been unfairly discriminated against or denied access to services due to your decision to opt out of data processing, you may contact us at admin@arthamay.com or escalate the matter to the Grievance Officer.

2. HOW WE USE AND SHARE INFORMATION

- 2.1. **Personal Data:** The use of your Personal Data is strictly limited to the purposes that are expressly communicated to you at the time of its collection or subsequently consented to by you in a clear and informed manner. These purposes include, but are not limited to, providing and enhancing our services, ensuring a seamless and personalized user experience, fulfilling contractual obligations arising from your engagement with us, and adhering to applicable legal, regulatory, or statutory requirements. Personal Data may also be processed for legitimate business interests, such as preventing fraud, ensuring the security of our systems and users, and improving operational efficiency, provided that such processing does not infringe upon your fundamental rights and freedoms as protected under Indian law.

To maintain transparency and accountability, we will not share your Personal Data with third parties for direct marketing or promotional purposes without first obtaining your express and informed consent. Where data sharing is necessary, it will be conducted in accordance with this Privacy Policy and applicable laws, with strict safeguards to ensure confidentiality and security.

We are committed to safeguarding your Personal Data and handling it with transparency. However, there may be circumstances where we are required to share your Personal Data with government or judicial authorities, regulatory bodies, or law enforcement agencies in compliance with applicable Indian laws, including the Digital Personal Data Protection Act, 2023. Your data may be disclosed under specific conditions, such as when we are legally obligated to comply with court orders, legal proceedings, or subpoenas. Additionally, we may share your data to meet regulatory requirements imposed by Indian government authorities or other statutory bodies. In cases of verified requests from law enforcement agencies, your data may be shared as part of investigations into fraud, cybercrime, or other unlawful activities. Furthermore, we may disclose data in situations where it is necessary to protect public interest, national security, or to prevent imminent harm or danger to life or property. Whenever such disclosures are made, we ensure that the request is thoroughly reviewed to confirm its legitimacy. Only the minimum amount of data necessary to fulfill the purpose of the request will be shared. A record of these disclosures will be maintained as required by law. If you have any concerns or require further information regarding such disclosures, you may contact our Grievance Officer using the details provided in this Privacy Policy. We will ensure that any such disclosures are carried out in strict adherence to the principles of necessity, proportionality, and accountability, as mandated by Indian data protection laws, including the Digital Personal Data Protection Act, 2023.

Personal Data will not be processed for purposes beyond those expressly stated without obtaining fresh consent from the user. For all cross-border data transfers, we will ensure that the receiving jurisdiction or entity has adequate safeguards as prescribed under the DPDP Act and approved by the Indian government.

- 2.2. **Use and Disclosure of Non-Personal Data:** In compliance with the DPDP Act, 2023, we collect and use Non-Personal Data to enhance the quality of our services, customize user experiences, and improve overall functionality. Non-Personal Data refers to aggregated or anonymized data that does not directly or indirectly identify an individual. Examples include general usage statistics, trends, and analysis of user interactions with our App or Site. We may aggregate and analyze Non-Personal Data to identify trends, track user behavior, and optimize our services. This Data may be shared with third-party partners, advertisers, and other entities for lawful and legitimate purposes, provided it does not infringe on any individual's privacy or rights under the DPDP Act.
- 2.3. **Business Transactions and Personal Data:** If the Company undergoes a business transaction, such as a merger, acquisition, or sale of all or part of its assets, Personal Data may be transferred as part of the transaction. Any such transfer will occur in compliance with the DPDP Act, 2023, and other applicable laws. The acquiring entity will continue to process your Personal Data in accordance with the principles outlined in this Privacy Policy or any updated version that is duly communicated to you. In the event of significant changes to our data handling practices, including those arising from a business transaction, we will provide you with clear and transparent notice of such changes. If required under applicable law, we will seek your express consent before implementing any changes that materially affect your rights or the processing of your data. Notifications will be sent through the App or via email, allowing you the opportunity to opt out or exercise other applicable rights.

3. **CONSENT MECHANISMS**

In accordance with the provisions of the DPDP Act, 2023, we process your Personal Data strictly on the basis of freely given, informed, and express consent. At the time of data collection, we will provide you with comprehensive, clear, and unambiguous information about the purposes for which your data is being collected, the scope of its use, and any potential third-party recipients or transfers involved. This information will enable you to make an informed decision about providing your consent.

Consent will be obtained through transparent mechanisms, such as opt-in checkboxes or express confirmation requests, ensuring that you are aware of and agree to the processing of your Personal Data before any data is collected or processed. We will not assume consent by default, such as through pre-checked boxes or implied actions.

You retain the right to withdraw your consent at any time by contacting us at admin@arthamay.com. Upon withdrawal of your consent, we will cease processing your Personal Data for the specific purpose for which the consent was withdrawn, unless such processing is required for compliance with legal or regulatory obligations. Please note that withdrawing consent may affect your ability to access certain features or services that rely on the processing of your Personal Data. In such cases, we will inform you of the implications of withdrawal at the time your request is made.

To ensure accountability and transparency, we maintain records of the consents provided by you, including the date, time, and scope of the consent, as required under the DPDP Act. If we

intend to process your data for a purpose other than the one originally communicated, we will seek fresh consent before proceeding. By prioritizing user autonomy and adhering to stringent consent mechanisms, we are committed to protecting your rights and ensuring compliance with Indian data protection regulations.

4. HOW WE PROTECT INFORMATION

We implement robust, industry-standard technological and organizational measures to safeguard the security, confidentiality, and integrity of your Personal Data. These measures are designed to prevent unauthorized access, disclosure, alteration, or destruction of your data. Specifically, we utilize advanced encryption protocols to secure data both in transit and at rest, firewalls to protect our systems from external threats, secure servers to store and process data, and strict access control mechanisms to ensure that only authorized personnel can access sensitive data.

Access to your Personal Data is restricted to employees, contractors, and agents who require it to perform specific tasks or provide services to you. These individuals are bound by stringent confidentiality obligations and are subject to disciplinary action, including termination, in the event of any violation of these obligations. To maintain the effectiveness of our security measures, we conduct regular audits and security assessments to identify and address potential vulnerabilities and to adapt our practices to meet evolving industry standards and threats.

Despite our rigorous efforts to protect your Personal Data, it is important to acknowledge that no security system or method of data transmission over the internet can be entirely foolproof. While we are committed to providing a secure environment for your data, we cannot guarantee absolute security. Consequently, any transmission of data to us is undertaken at your own risk, and you are encouraged to take additional precautions to safeguard your data, such as using strong passwords and avoiding sharing sensitive data over unsecured networks.

5. DATA RETENTION AND DELETION

In compliance with Indian laws and the DPDP Act, 2023, we will retain your Personal Data only for as long as it is necessary to fulfill the specific purposes for which it was collected or as required to comply with applicable legal, regulatory, or contractual obligations. Once the purpose for collecting and processing your data has been achieved, or upon your withdrawal of consent, termination of services, or closure of your account, we will take appropriate steps to securely delete, anonymize, or de-identify your Personal Data in a manner that ensures it can no longer be linked to you, unless continued retention is required by Indian law.

The retention period for your data, and our practices for secure data deletion or anonymization, will be clearly communicated to you at the time of data collection. In cases where retention is required by law — such as for tax, legal compliance, or dispute resolution purposes — the data will be securely stored and processed only for the duration necessary to satisfy those obligations. Once the retention period lapses, we will ensure that your Personal Data is permanently deleted or irreversibly anonymized to safeguard your privacy and comply with Indian data protection standards.

6. CROSS-BORDER DATA TRANSFERS

If it becomes necessary to transfer your Personal Data outside India, such transfers will be conducted in strict compliance with the provisions of the DPDP Act, 2023, and any applicable rules or guidelines issued by the Government of India. Personal Data will only be transferred to jurisdictions or entities that ensure an equivalent or higher level of data protection as prescribed under Indian regulations. This equivalence will be determined based on adequacy assessments, certifications, or frameworks approved by the relevant Indian authorities.

Before initiating any cross-border data transfer, we will obtain your express and informed consent unless such transfer is mandated by Indian law, directed by a government authority, or required to fulfill contractual obligations with you. All international data transfers will be supported by appropriate safeguards, including binding legal agreements, contractual clauses, or other mechanisms approved under Indian law, ensuring the confidentiality, integrity, and security of your data throughout the transfer process.

Additionally, we will provide you with clear and comprehensive information about the purpose, scope, and implications of such transfers. This ensures that you are fully informed and empowered to make decisions about how your Personal Data is handled. These measures are designed to maintain the security of your data and ensure that its processing remains consistent with the rights and protections afforded under Indian data protection laws, irrespective of the jurisdiction in which it is processed.

By using our services and registering an account with us, you acknowledge and consent to the potential transfer of your Personal Data outside India, provided that such transfers comply with the safeguards and requirements detailed in this Privacy Policy. Whether your data is transferred within India or abroad, we are committed to upholding the highest standards of data protection, as mandated by the DPDP Act.

7. DATA THAT WE DO NOT PROCESS

In compliance with the DPDP Act, 2023, and our commitment to protecting your privacy, we limit our data collection and processing activities to what is necessary for the delivery of our services or as expressly permitted by law. Unless voluntarily provided by you through the Site or App, or expressly required by applicable laws, we do not collect, store, or process certain categories of sensitive Personal Data.

Specifically, we do not process any data related to your racial or ethnic origin, political opinions, religious or philosophical beliefs, or membership in trade unions. We also do not engage in the collection or processing of genetic or biometric data for the purpose of uniquely identifying you as a natural person. Furthermore, we do not collect or process data concerning your health, sex life, or sexual orientation unless expressly required and consented to by you for lawful purposes.

Our approach aligns with the principle of data minimization, which means we only collect and process data that is relevant and necessary for providing our services. Any sensitive Personal Data that you voluntarily provide will be processed only with your express and informed consent. Such processing will be strictly limited to the specific, lawful purposes communicated to you at the time of collection, and appropriate safeguards will be implemented to ensure the confidentiality and security of your data.

If the processing of sensitive Personal Data becomes necessary to meet legal or regulatory requirements, we will ensure that you are fully informed about the purpose, scope, and implications of such processing. Your express consent will be obtained before proceeding, and we will adopt all reasonable measures to protect your rights and privacy throughout the process.

For any concerns or queries about the data we collect or the handling of sensitive Personal Data, you may contact us at admin@arthamay.com. This Privacy Policy reflects our commitment to respecting your privacy and adhering to the data protection standards set out under the DPDP Act, 2023.

8. DATA BREACHES

In the event of a data breach involving your Personal Data, we will act promptly to comply with the notification requirements under DPDP Act, 2023. Specifically, we will notify the affected users and the relevant authorities, including the Data Protection Board of India, within the timelines prescribed by law.

Our notification will include comprehensive details about the breach, such as the nature and scope of the breach, the categories and volume of data affected, and the potential risks to your privacy and security. We will also outline the measures we have taken or plan to take to contain the breach, mitigate its effects, and prevent future occurrences.

Additionally, we will provide affected users with clear guidance on steps they can take to protect their data, such as changing passwords, monitoring account activity, or implementing additional security measures. We are committed to transparency and accountability in handling data breaches and will ensure that all necessary actions are taken to safeguard your Personal Data and uphold your rights under the DPDP Act, 2023.

9. YOUR RIGHTS REGARDING USE OF YOUR PERSONAL DATA

This Privacy Policy primarily adheres to the DPDP Act, 2023, and Indian laws. Users located in India will have their data and rights governed under Indian law. However, if you are located outside India, the applicable laws of your jurisdiction, such as the California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR), or the Personal Information Protection and Electronic Documents Act (PIPEDA), may apply.

For users located in India, this Privacy Policy is governed by Indian law, including the DPDP Act, 2023. For users outside India, the applicable laws of your jurisdiction will apply only to the extent they are specifically required by your location.

Below is a summary of rights provided under these laws, depending on your location.

9.1. User Rights Under the DPDP Act, 2023 (Indian Resident)

As per the provisions of the DPDP Act, you, as the Data Principal, are entitled to specific rights to ensure transparency and accountability in the processing of your Personal Data. These rights include:

- **Right to Access:** You have the right to request information regarding the data collected about you, including the purposes for which it is processed and the entities with whom it has been shared.
- **Right to Correction:** If any of the Personal Data we hold about you is inaccurate or incomplete, you may request corrections to such data.
- **Right to Erasure:** You have the right to request the deletion of your Personal Data, provided that such deletion does not conflict with legal retention requirements.
- **Right to Data Portability:** You may request that we transfer your data to another entity in a machine-readable format where feasible.
- **Right to Grievance Redressal:** You may raise concerns regarding any aspect of data processing or protection through the grievance mechanism described above.
- **Right to Withdraw Consent:** Under the DPDP Act, 2023, you have the right to withdraw consent for the processing of your Personal Data for specific purposes, including marketing communications. If you receive promotional communications from us, you may opt out at any time by following the unsubscribe instructions provided in such emails.

To exercise any of these rights, you may contact the Grievance Officer at admin@arthamay.com. All requests will be acknowledged and processed within the statutory timelines prescribed under Indian law.

9.2. User Rights Under the CCPA (California Residents)

If you are a California resident, the California Consumer Privacy Act (CCPA) grants you specific rights regarding your Personal Data. These rights are designed to provide transparency, control, and accountability in how your Personal Data is collected, used, and shared. Below is a detailed outline of your rights under the CCPA:

- **Right to Know:** You have the right to request detailed information about the categories and specific pieces of Personal Data we collect, use, disclose, and share about you. This includes information on the sources from which your data was collected, the purposes for collecting or sharing your data, and the categories of third parties with whom your data is shared.
- **Right to Access:** You can request a copy of the Personal Data we have collected about you in the past twelve (12) months. This data will be provided in a portable, readily usable format that allows you to transmit it to another entity without hindrance.
- **Right to Deletion:** You have the right to request the deletion of your Personal Data collected by us, subject to certain exceptions. For example, we may retain data needed to complete transactions, comply with legal obligations, detect fraud, or improve the safety and security of our Platform.
- **Right to Opt-Out of Sale:** You can opt out of the sale of your Personal Data to third parties. While we do not sell Personal Data as defined under the CCPA, we respect your right to opt-out should this change in the future.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your rights under the CCPA. This means we will not deny you services, charge different prices, or provide a lower quality of Service based on your decision to exercise your rights.

You may submit verifiable consumer requests under the CCPA by contacting us at admin@arthamay.com. We will respond within the timeframes required by the CCPA.

9.3. User Rights Under the GDPR (EEA and EU Residents)

If you are a resident of the European Economic Area (EEA) or the European Union (EU), the General Data Protection Regulation (GDPR) provides robust protections for your Personal Data. These rights are aimed at ensuring transparency, control, and accountability in how your data is processed. Your rights under the GDPR include:

- **Right to Access:** You have the right to request confirmation on whether we process your Personal Data and to access a copy of the data, including details about how and why it is processed.
- **Right to Rectification:** If your Personal Data is inaccurate or incomplete, you have the right to request corrections or updates.
- **Right to Erasure (Right to Be Forgotten):** You can request the deletion of your Personal Data under certain conditions, such as when it is no longer needed for the purpose it was collected or if you withdraw your consent. However, this right is subject to exceptions, including compliance with legal obligations.
- **Right to Restriction of Processing:** You can request that we limit the processing of your Personal Data in specific cases, such as when the accuracy of the data is disputed, or you have objected to its processing.

- **Right to Data Portability:** You have the right to receive your Personal Data in a structured, commonly used, and machine-readable format and to transfer it to another controller without hindrance.
- **Right to Object:** You can object to the processing of your Personal Data for specific purposes, such as direct marketing or when processing is based on our legitimate interests.
- **Right to Withdraw Consent:** If you have provided consent for processing your Personal Data, you can withdraw it at any time. Withdrawal will not affect the lawfulness of processing based on consent before its withdrawal.
- **Right to Lodge a Complaint:** If you believe your rights under the GDPR have been violated, you have the right to lodge a complaint with your local data protection authority.

To exercise your GDPR rights, contact us at admin@arthamay.com. We will verify your identity and respond to your request within the timelines prescribed by the GDPR.

9.4. User Rights Under PIPEDA (Canadian Residents)

If you are a resident of Canada, the Personal Information Protection and Electronic Documents Act (PIPEDA) grants you specific rights to ensure fair and transparent processing of your Personal Data. Your rights under PIPEDA include:

- **Right to Access:** You have the right to request information about whether we hold Personal Data about you and, if so, to access the details of that data. This includes information on how the data has been used and whether it has been disclosed to third parties.
- **Right to Challenge Accuracy:** You can challenge the accuracy and completeness of your Personal Data. If errors are found, you have the right to request corrections to ensure that the data is accurate and up to date.
- **Right to Withdraw Consent:** You may withdraw your consent for the collection, use, or disclosure of your Personal Data at any time, subject to legal or contractual restrictions. We will inform you of the consequences of withdrawing consent, which may affect your ability to use certain services.
- **Right to Challenge Compliance:** You have the right to challenge our compliance with PIPEDA's fair information principles. This includes questioning how your Personal Data is collected, stored, or used.
- **Right to Safeguard Personal Data:** Under PIPEDA, you are entitled to expect that your Personal Data will be handled securely and protected from unauthorized access, loss, or misuse. We implement industry-standard safeguards to meet this requirement.

To exercise your rights under PIPEDA, please contact us at admin@arthamay.com. We will provide a response to your request within the timelines prescribed under the PIPEDA.

9.5. Other Applicable Data Protection Laws

To the extent that other current or future data protection laws apply to you based on your location, we will respect your rights in accordance with such laws. You may contact us at admin@arthamay.com for assistance in exercising your rights.

10. GRIEVANCE REDRESSAL MECHANISM

In accordance with the DPDP Act, 2023, we have established a grievance redressal mechanism to address user complaints related to data privacy. If you have any concerns or grievances regarding the collection, use, or processing of your Personal Data, you may contact our designated Grievance Officer, whose details are provided below. The Grievance Officer is

responsible for ensuring the timely resolution of all user complaints in compliance with statutory timelines.

Grievance Officer Details:

- **Name:** Arthamay Technologies Private Limited
- **Email:** admin@arthamay.com
- **Address:** DLF Phase-5, Two Horizon Centre-2, Gurgaon, Gurgaon, Sadar Bazar, Haryana, India, 122001.

Complaints will be acknowledged within twenty-four (24) hours of receipt and resolved within the prescribed statutory timeline as mandated under the Indian law.

Users dissatisfied with the resolution provided may escalate their grievances to the Data Protection Board established under the DPDP Act, 2023.

11. CHILDREN'S PRIVACY

In compliance with the DPDP Act, 2023, we take the protection of children's Personal Data seriously. Our App and services are not intended for use by individuals under the age of 18 without parental or guardian consent. We do not knowingly collect or process Personal Data from children below 18 years of age unless such processing is expressly consented to by a parent or legal guardian, as mandated under the DPDP Act. If we become aware that we have inadvertently collected Personal Data from a child under the age of 18 without the required parental or guardian consent, we will take immediate steps to delete such information from our systems. This includes erasing the data from all records and ensuring it is no longer accessible or used in any manner. If you believe that we may have collected Personal Data from a child in violation of this Policy, we encourage you to contact us promptly at admin@arthamay.com so that we can investigate and address the issue. We reserve the right to verify the age and consent status of any user where there is uncertainty about eligibility to use our services. For individuals below the age of 18, parental or guardian consent will be required for continued access to the App and associated services. This Policy is in place to protect the privacy and safety of children and to ensure compliance with applicable Indian data protection laws. Parents and guardians are encouraged to monitor their children's online activities and to guide them in using the internet safely and responsibly. If you have questions or concerns about how we handle children's data, please reach out to us at admin@arthamay.com for further assistance.

12. LINKS TO OTHER WEBSITES

As part of our Service, we may provide links to or integrate compatibility with third-party websites or applications. Please note that we are not responsible for the privacy practices, data handling policies, or content provided by such external websites or applications. This Privacy Policy applies exclusively to the data we collect through our App and Service. When you access or use a third-party website or application by clicking on a link provided on our platform, the privacy practices and policies of that third-party website or application will govern your use of their services. We encourage you to review the privacy policies of such third-party websites or applications before sharing any information or engaging with their content. While we strive to ensure that the third-party links provided are relevant and safe, we do not have control over how third-party platforms handle your data. By using our Service and interacting with external links, you acknowledge and agree that the Company is not responsible for any loss, misuse, or unauthorized access of your data by third parties.

13. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to amend this Policy at any time, with or without prior notice. It is your sole responsibility to check the Site periodically for any updates or changes to this Policy. While we may notify you of significant amendments via email or through a notice posted on the Site, such notification is not mandatory. Your continued use of the Site or Service after any changes to this Policy signifies your agreement to the revised Privacy Policy. To ensure effective communication, you are responsible for keeping your contact and profile information accurate and up to date. Any changes to this Policy (other than as specified above) or any waiver of the Company's rights under this Policy shall only be valid if documented in a written agreement bearing the physical signature of an authorized officer of the Company. No purported waiver, amendment, or modification of this Policy via telephonic or informal email communications shall be considered valid or enforceable.

14. CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by email at admin@arthamay.com.

Last Updated: This Privacy Policy was last updated on February 11, 2025.