

AnBazar Privacy Policy

Document ID: AB-PP-001

Version: 1.0

Classification: Public

Prepared For: AnBazar Shopper Center

Part 1

1. Introduction

Welcome to AnBazar.

AnBazar ("Marketplace", "we", "our", or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, process, disclose, and safeguard your personal data when you access or use the AnBazar Marketplace, including our website, mobile applications, customer support services, and related digital platforms.

This Privacy Policy forms an integral part of the AnBazar Shopper Terms & Conditions and should be read together with other Marketplace policies.

By accessing or using the Marketplace, you acknowledge that you have read and understood this Privacy Policy.

2. Scope

This Privacy Policy applies to:

- Website visitors
- Registered users
- User
- Sellers
- Buyers
- Customers
- Guest checkout users (where available)
- Mobile application users
- Customer support interactions
- Promotional campaign participants
- Marketplace services

This Policy applies to all personal information collected through AnBazar-operated services unless a separate privacy notice applies.

3. Definitions

For the purpose of this Privacy Policy:

Account means a registered user profile created to access Marketplace services.

Buyer means a customer purchasing products through the Marketplace.

Marketplace means the AnBazar online platform connecting Buyers and Sellers.

Personal Data means any information relating to an identified or identifiable individual.

Processing means any operation performed on personal data, including collection, storage, use, disclosure, transfer, deletion, or destruction.

Seller means an approved merchant listing products on the Marketplace.

Services means all services offered through AnBazar.

User means any visitor or registered individual using the Marketplace.

4. Information We Collect

Depending on your interaction with the Marketplace, AnBazar may collect various categories of information.

These categories include:

- Identity Information
- Contact Information
- Account Information
- Order Information
- Payment Information
- Device Information
- Technical Information
- Communication Records
- Customer Support Information
- Marketing Preferences
- Security Information
- Business-related information (if/where applicable)
- Brand-related information (if/where applicable)
- Location Information (where permitted)

Collection is limited to information reasonably necessary for legitimate Marketplace operations and applicable legal requirements.

5. Identity Information

Identity information may include:

- Full name
- Date of birth (where required)
- Gender (optional)
- Government-issued identification (where legally required)
- Profile photograph (optional)

Identity verification may be requested for fraud prevention, legal compliance, or enhanced account security.

6. Contact Information

We may collect:

- Mobile number
- Email address
- Billing address
- Shipping address
- Alternate delivery contact
- Pickup address
- Country
- State
- City
- Postal code

Users are responsible for ensuring contact information remains accurate and up to date.

7. Account Information

When creating an account, we may collect:

- Full Name (User)
- Username
- Password (stored in encrypted or hashed form)
- Account preferences

- Language settings
- Notification preferences
- Wishlist
- Saved addresses
- Saved payment preferences (where applicable)

Users remain responsible for maintaining account confidentiality.

8. Order & Transaction Information

We may collect information relating to Marketplace transactions, including:

- Order history
- Purchased products
- Cart information
- Shipping details
- Delivery status
- Return requests
- Refund requests
- Cancellation history
- Invoice information

This information helps facilitate order fulfilment, customer support, accounting, and compliance obligations.

9. Payment Information

Payments may be processed through authorized payment service providers.

Depending on the selected payment method, information may include:

- Payment method
- Transaction reference number
- Payment status
- Billing information
- Partial payment details
- Refund information

For security purposes, AnBazar does not intentionally store complete payment card details where such information is processed directly by certified payment service providers.

10. Device & Technical Information

When users access the Marketplace, certain technical information may be collected automatically, such as:

- IP address
- Browser type
- Operating system
- Device model
- Device identifiers
- Screen resolution
- Language settings
- Time zone
- Session information
- Referring website
- App version (where applicable)

This information supports security, diagnostics, analytics, and service improvement.

11. Usage Information

We may collect information regarding how users interact with the Marketplace, including:

- Pages viewed
- Search queries
- Product views
- Time spent on pages
- Clickstream data
- Navigation behavior
- Shopping preferences
- Wishlist activity
- Campaign participation
- Feature usage

Usage analytics help improve Marketplace performance and user experience.

12. Cookies & Similar Technologies (Introduction)

AnBazar uses cookies and similar technologies to:

- Maintain user sessions
- Remember preferences
- Improve website functionality
- Analyze Marketplace usage
- Enhance security
- Deliver personalized experiences where permitted

Detailed information regarding cookies is available in the separate **AnBazar Cookie Policy (AB-CP-001)**.

13. Purposes of Data Processing

AnBazar processes personal information only for legitimate, lawful, and business-related purposes necessary to operate the Marketplace.

These purposes may include:

- Creating and managing user accounts.
- Processing orders and payments.
- Facilitating shipping and delivery.
- Providing customer support.
- Processing returns, refunds, and replacements.
- Preventing fraud and unauthorized activities.
- Verifying user identity where required.
- Improving Marketplace functionality.
- Personalizing user experience.
- Sending transactional communications.
- Conducting analytics and business reporting.
- Complying with applicable legal and regulatory obligations.
- Enforcing Marketplace policies and contractual rights.

Personal information will not be processed for purposes incompatible with those described in this Privacy Policy unless permitted by applicable law or with the user's consent.

14. Legal Basis for Processing

Where required by applicable law, AnBazar processes personal data on one or more of the following legal grounds:

- User consent.
- Performance of a contract.
- Compliance with legal obligations.
- Protection of vital interests.
- Legitimate business interests that do not override user rights.
- Prevention of fraud and abuse.
- Compliance with regulatory requirements.

Where processing is based on consent, users may withdraw their consent at any time, subject to applicable legal or contractual limitations.

15. Consent Management

Where consent is required, AnBazar seeks clear and informed permission before collecting or processing personal information.

Users may:

- Grant or withdraw consent.
- Update communication preferences.
- Modify marketing preferences.
- Manage cookie preferences (where available).
- Request deletion of information where legally permitted.

Withdrawal of consent does not affect processing that occurred before such withdrawal or processing required by law.

16. Information Sharing

AnBazar does not sell personal information.

Personal information may be shared only where reasonably necessary, including with:

- Approved Sellers.
- Logistics and courier partners.
- Payment service providers.
- Technology and cloud service providers.
- Customer support vendors.
- Fraud prevention service providers.
- Professional advisers.
- Government authorities where legally required.
- Regulatory agencies.
- Courts or law enforcement authorities.

Information shared is limited to the minimum necessary for the applicable purpose.

17. Sharing with Sellers

To enable order fulfilment, certain customer information may be shared with the respective Seller, including:

- Customer name.
- Shipping address.
- Contact number.
- Order details.

- Delivery instructions (where applicable).

Sellers are required to use such information solely for fulfilling Marketplace orders and complying with applicable Marketplace policies and laws.

Unauthorized marketing, misuse, or disclosure of customer information by Sellers is strictly prohibited.

18. Logistics & Delivery Partners

To complete deliveries, AnBazar may provide logistics partners with information such as:

- Recipient name.
- Delivery address.
- Contact number.
- Order identification.
- Delivery instructions.
- COD status (where applicable).

- Pickup address

Delivery partners are expected to maintain appropriate safeguards to protect customer information.

19. Payment Service Providers

Payment transactions are processed through authorized third-party payment service providers.

Depending on the selected payment method, payment providers may receive information necessary to:

- Process transactions.
- Verify payment authenticity.
- Prevent payment fraud.
- Issue refunds.
- Maintain transaction records.
- Comply with financial regulations.

Sensitive payment credentials are generally processed directly by certified payment providers and are not intentionally stored by AnBazar unless required for lawful operational purposes.

20. Third-Party Service Providers

AnBazar may engage trusted third-party providers to support Marketplace operations, including:

- Cloud hosting.
- Data storage.
- Analytics.
- Email services.
- SMS notifications.
- Customer support platforms.
- Security monitoring.
- Marketing tools.
- Fraud detection.
- Website performance monitoring.

These providers are expected to process personal information only in accordance with contractual obligations and applicable privacy laws.

21. Marketing Communications

Where permitted by law or with user consent, AnBazar may send:

- Promotional emails.
- SMS campaigns.
- Push notifications.
- Special offers.
- Festival promotions.
- Product recommendations.
- Loyalty program updates.
- Marketplace announcements.

Users may unsubscribe from marketing communications at any time through:

- Account settings.
- Unsubscribe links.
- Customer Support.
- Other available preference management tools.

Transactional communications relating to orders, payments, security, or legal notices may continue even if marketing communications are disabled.

22. Cookies & Tracking Technologies

AnBazar uses cookies and similar technologies for purposes including:

- Authentication.

- Session management.
- Security.
- Performance monitoring.
- Website analytics.
- Shopping cart functionality.
- Preference management.
- Fraud prevention.
- Personalization (where permitted).

Users may manage cookie settings through their browser or applicable cookie management tools. Disabling certain cookies may affect Marketplace functionality.

Further details are available in the separate Cookie Policy.

23. Data Retention

Personal information is retained only for as long as necessary to:

- Provide Marketplace services.
- Complete transactions.
- Fulfil contractual obligations.
- Resolve disputes.
- Prevent fraud.
- Meet tax, accounting, audit, and legal requirements.
- Enforce Marketplace policies.

Retention periods may vary depending on the type of information and applicable legal obligations.

When information is no longer required, it will be securely deleted, anonymized, or otherwise disposed of in accordance with internal data retention procedures.

24. Information Security

AnBazar implements reasonable administrative, technical, and organizational measures designed to protect personal information against:

- Unauthorized access.
- Accidental loss.
- Misuse.
- Alteration.
- Disclosure.
- Destruction.
- Cybersecurity threats.

Security measures may include:

- Encryption where appropriate.
- Secure authentication.
- Role-based access controls.
- Logging and monitoring.
- Vulnerability management.
- Security testing.
- Backup procedures.
- Employee confidentiality obligations.

While AnBazar strives to protect user information, no internet-based system can guarantee absolute security.

25. International Data Transfers

Where Marketplace operations require the transfer of personal information across jurisdictions, AnBazar will take reasonable measures to ensure that such transfers comply with applicable data protection laws.

Such measures may include:

- Contractual safeguards.
- Security assessments.
- Approved transfer mechanisms.
- Appropriate technical protections.

Users acknowledge that information may be processed in jurisdictions where AnBazar or its service providers operate, subject to applicable legal requirements.

26. User Privacy Rights

Subject to applicable laws, users may have the following rights regarding their personal information:

- Right to access personal information.
- Right to correct inaccurate information.
- Right to update account details.
- Right to request deletion of eligible information.
- Right to withdraw consent where processing is based on consent.
- Right to object to certain processing activities where permitted.
- Right to request restriction of processing where applicable.
- Right to request data portability where technically feasible and legally applicable.
- Right to lodge complaints with the appropriate authority.

The availability of these rights may vary depending on the user's jurisdiction and applicable laws.

27. Access, Correction & Deletion Requests

Users may request access to, correction of, or deletion of their personal information by:

- Logging into their Marketplace account.
- Updating profile information.
- Contacting Customer Support.
- Submitting a privacy-related request through designated communication channels.

Before processing certain requests, AnBazar may verify the identity of the requesting individual to protect account security and prevent unauthorized access.

Certain information may be retained where required by law, fraud prevention obligations, taxation requirements, dispute resolution, or legitimate business purposes.

28. Data Portability

Where required by applicable law and technically feasible, users may request a copy of their eligible personal information in a structured, commonly used, and machine-readable format.

Data portability requests may be subject to:

- Identity verification.
 - Security review.
 - Technical limitations.
 - Applicable legal requirements.
 - Protection of third-party rights.
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29. Children's Privacy

AnBazar Marketplace is intended for users who are legally permitted to enter into binding agreements under applicable law.

We do not knowingly collect personal information directly from children where parental or guardian consent is required by applicable law.

If AnBazar becomes aware that personal information has been collected in violation of applicable child privacy laws, appropriate steps may be taken to:

- Delete such information.
- Restrict account access.
- Request parental or guardian verification.
- Comply with legal obligations.

Parents or legal guardians who believe that a child has provided personal information may contact AnBazar for assistance.

30. Fraud Prevention & Security Monitoring

To protect users, Sellers, and the Marketplace, AnBazar may implement security measures including:

- Identity verification.
- Device recognition.
- Login monitoring.
- Payment verification.
- Transaction monitoring.
- Risk scoring.
- Abuse detection.
- Suspicious activity investigation.
- Multi-factor authentication (where available).
- Security alerts.

These measures help detect, investigate, and prevent fraud, unauthorized access, policy violations, and other unlawful activities.

31. Compliance with Applicable Laws

AnBazar processes personal information in accordance with applicable laws and regulations, which may include:

- Data protection laws.
- Consumer protection laws.
- Electronic commerce regulations.
- Taxation and accounting requirements.
- Anti-money laundering obligations (where applicable).
- Cybersecurity regulations.
- Court orders and lawful government requests.

Where legal requirements differ across jurisdictions, AnBazar will endeavor to comply with the applicable legal framework governing the relevant processing activity.

32. Data Breach Response

AnBazar maintains internal procedures for identifying, assessing, responding to, and mitigating personal data security incidents.

Where appropriate, such procedures may include:

- Incident identification.
- Risk assessment.
- Containment measures.
- Investigation.
- Recovery actions.
- Notification to affected users where required by law.
- Notification to competent authorities where legally required.
- Corrective and preventive actions.
- Documentation of security incidents.

AnBazar continually reviews its security practices to improve resilience against evolving cybersecurity threats.

33. Grievance Officer

Users may submit privacy-related questions, complaints, or requests through the designated Grievance Officer or Privacy Contact.

Privacy-related requests may include:

- Data access requests.
- Data correction requests.
- Deletion requests.
- Consent withdrawal.
- Complaint submissions.
- Privacy concerns.
- Security incident reporting.

AnBazar will make reasonable efforts to acknowledge and address valid requests within the timelines required under applicable law.

Grievance Officer Details

- Name: *[To Be Updated]*
- Designation: Grievance Officer
- Email: contact@anbazar.in (Subject to change if necessary)
- Business Address: Shambhupur, Chakshanjadi, Jamalpur, Purba Bardhaman, West Bengal, India, 713124 [Registered Office Address]

- Business Hours: Monday–Friday, 10:00 AM – 6:00 PM (excluding public holidays)
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34. Contact Information

For questions regarding this Privacy Policy or the processing of personal information, users may contact:

AnBazar Customer Support

- Email: support@anbazar.in (Subject to change if necessary)
- Website Contact Form: <https://anbazar.com/contact>
- Live Chat (where available): +91 9153561076
- Well-Wisher Suggestions and Feedback: <https://anbazar.com/well-wisher-suggestions>
- Postal Address: Shambhupur, Chakshanjadi, Jamalpur, Purba Bardhaman, West Bengal, India, 713124 [Registered Office Address]

Users should avoid sending sensitive payment credentials or confidential information through unsecured communication channels.

35. Policy Updates

AnBazar may revise this Privacy Policy from time to time to:

- Reflect changes in applicable laws.
- Improve Marketplace services.
- Introduce new features.
- Strengthen privacy protections.
- Clarify existing provisions.
- Improve operational efficiency.

Where required by applicable law, users will be notified of material changes through appropriate communication channels, such as email, website notices, or account notifications.

The "Last Updated" date at the beginning of this Privacy Policy indicates the most recent revision.

Continued use of the Marketplace after the effective date of an updated Privacy Policy constitutes acceptance of the revised Policy, unless otherwise required by law.

36. Limitation of Liability

While AnBazar implements reasonable safeguards to protect personal information, users acknowledge that no method of electronic transmission, internet communication, or electronic storage is completely secure.

To the maximum extent permitted by applicable law:

- AnBazar does not guarantee uninterrupted or error-free security.
- Users remain responsible for maintaining the confidentiality of their account credentials.
- Nothing in this Privacy Policy excludes liability where such exclusion is prohibited by applicable law.

37. Miscellaneous Provisions

This Privacy Policy should be read together with:

- Shopper Terms & Conditions
- Cookie Policy
- Payment Policy
- Shipping & Delivery Policy
- Return & Refund Policy
- Buyer Protection Policy
- Community Guidelines
- Review & Rating Policy
- Customer Complaint Policy
- Other applicable Marketplace policies

If any provision of this Privacy Policy is held to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.

38. Document Control

Item	Details
Document Title	AnBazar Privacy Policy
Document ID	AB-PP-001
Document Type	Marketplace Privacy Policy
Version	1.0
Status	Approved
Classification	Public / Customer / Seller Facing
Effective Date	July 2026
Last Updated	September 2026
Document Owner	Legal, Compliance & Information Security
Review Frequency	Every 12 Months or Earlier if Required

Item	Details
Applicable To	Website Visitors, Registered Users, Sellers, Buyers, Customers, and Marketplace Users

39. Version History

Version	Date	Description	Approved By
1.0	July 2026	Initial Release	Management
1.0	September 2026	Minor Updates	Authorized Approver
2.0	Future Revision	Major Revision	Management

40. Document Change Log

Change No.	Date	Section	Description	Requested By	Approved By
CHG-001	July 2026	All Sections	Initial Publication	Legal Team	Management
CHG-002	—	—	Reserved	—	—
CHG-003	—	—	Reserved	—	—

Annexure A – Categories of Personal Data

AnBazar may collect and process the following categories of personal information, subject to applicable law:

Category	Examples
Identity Information	Name, Date of Birth (where required), Profile Information
Contact Information	Mobile Number, Email Address, Delivery Address
Account Information	Username, Preferences, Saved Addresses
Transaction Information	Orders, Returns, Refunds, Purchases
Payment Information	Payment Status, Transaction Reference Numbers
Technical Information	IP Address, Browser, Device Information
Usage Information	Search History, Wishlist, Product Views
Communication Information	Customer Support Interactions, Emails
Marketing Preferences	Newsletter Preferences, Promotional Consent
Security Information	Login History, Verification Records

Collection is limited to information reasonably necessary for providing Marketplace services.

Annexure B – Data Retention Schedule

Data Category	Typical Retention Basis
Account Information	Until Account Closure and Applicable Legal Requirements
Orders & Transactions	As Required by Tax, Accounting and Regulatory Laws
Customer Support Records	Operational and Legal Purposes
Payment References	Financial Compliance Requirements
Fraud Investigation Records	Security and Regulatory Requirements
Marketing Preferences	Until Consent Withdrawal or Policy Requirement
Technical Logs	Security Monitoring and System Maintenance

Actual retention periods may vary depending upon applicable law, litigation holds, fraud investigations, contractual obligations, and regulatory requirements.

Annexure C – User Privacy Rights Matrix

Subject to applicable law, users may be entitled to:

- Access Personal Information
- Correct Inaccurate Information
- Update Account Details
- Request Deletion
- Withdraw Consent
- Request Restriction of Processing
- Request Data Portability
- Object to Certain Processing Activities
- Submit Privacy Complaints
- Exercise Other Rights Available Under Applicable Law

Requests may require identity verification before processing.

Annexure D – Categories of Third-Party Recipients

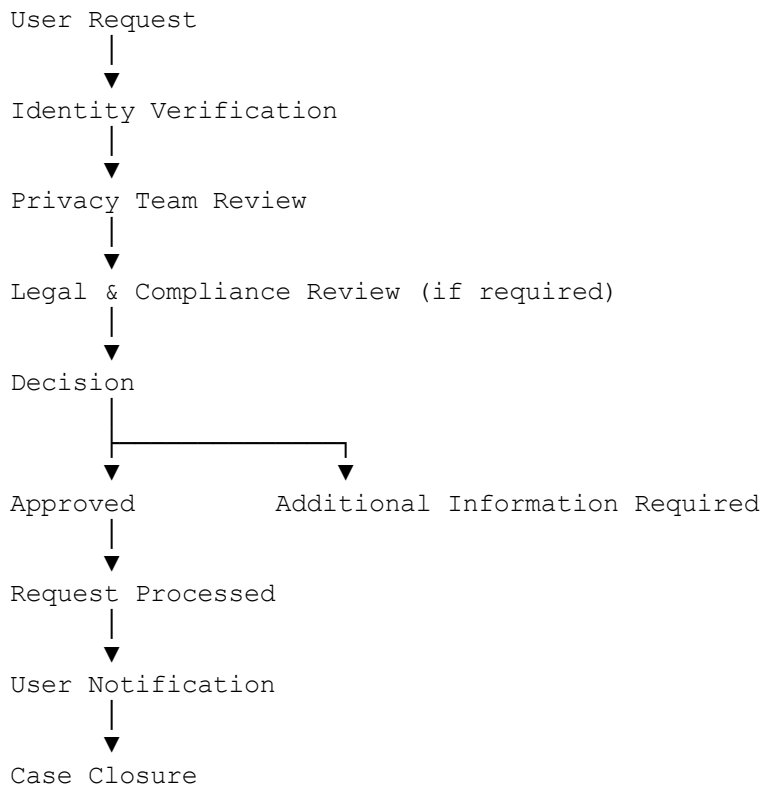
Personal information may be shared, where necessary, with:

- Approved Marketplace Sellers
- Logistics & Courier Partners
- Payment Gateway Providers
- Banking Partners
- Cloud Infrastructure Providers

- Analytics Service Providers
- Customer Support Platforms
- Fraud Prevention Providers
- IT Security Providers
- Government Authorities
- Courts and Law Enforcement Agencies
- Professional Advisers
- Regulatory Authorities

All third-party recipients are expected to process personal information in accordance with applicable legal and contractual obligations.

Annexure E – Privacy Request Workflow



Annexure F – Privacy & Policy Cross-Reference Matrix

This Privacy Policy should be read together with the following Marketplace policies:

- Shopper Terms & Conditions (AB-STC-001)
- Cookie Policy (AB-CP-001)
- User Account Policy (AB-UAP-001)

- Payment Policy (AB-PAY-001)
 - Shipping & Delivery Policy (AB-SD-001)
 - Return, Refund & Cancellation Policy (AB-RRC-001)
 - Buyer Protection Policy (AB-BPP-001)
 - Community Guidelines (AB-CG-001)
 - Review & Rating Policy (AB-RRP-001)
 - Customer Complaint Policy (AB-CCP-001)
 - Fraud Awareness Policy (AB-FAP-001)
 - Product Authenticity Policy (AB-PAP-001)
 - Counterfeit Product Reporting Policy (AB-CPRP-001)
 - Customer Safety Policy (AB-CSP-001)
 - Help Center
 - Buyer FAQ
-

Compliance Statement

AnBazar is committed to protecting personal information through appropriate administrative, technical, and organizational safeguards.

This Privacy Policy is intended to support compliance with applicable privacy, consumer protection, cybersecurity, and electronic commerce laws, including but not limited to:

- Digital Personal Data Protection Act, 2023 (India), where applicable.
- Information Technology Act, 2000 and applicable rules.
- Consumer Protection Act, 2019.
- Other applicable laws, regulations, and regulatory guidance.

Where legal obligations differ by jurisdiction, applicable mandatory local laws shall prevail.

Future Enhancements (Recommended)

Future versions of this Privacy Policy may include:

- AI & Automated Decision-Making Transparency
- Cross-Border Data Transfer Framework
- Privacy Dashboard for Users
- Cookie Consent Management Platform
- Biometric Data Policy (if introduced)
- Children's Privacy Controls
- Data Localization Commitments
- Accessibility & Inclusive Privacy Notice
- Sustainability & Responsible Data Governance
- ISO/IEC 27701 Privacy Management Alignment

End of Document

Document Title: AnBazar Privacy Policy

Document ID: AB-PP-001

Version: 1.0

Classification: Public / Customer / Seller Facing

Prepared For: AnBazar Shopper Center

Status: Production-Ready Enterprise Marketplace Privacy Policy

Final Review

এই **AB-PP-001 Privacy Policy** এখন AnBazar Marketplace-এর জন্য একটি শক্তিশালী
ভিত্তিমূলক নীতি। তবে প্রকাশের আগে নিম্নোক্ত তথ্যগুলো বাস্তব তথ্য দিয়ে প্রতিস্থাপন করা
আবশ্যিক:

- Effective Date
- Registered Office Address
- Official Support Email
- Official Privacy/Grievance Email
- Grievance Officer-এর নাম
- Website URL
- Data Protection Contact Details

এগুলো হালনাগাদ করার পর ডকুমেন্টটি ওয়েবসাইট, মোবাইল অ্যাপ এবং Shopper Center-এ
প্রকাশের জন্য প্রস্তুত থাকবে।