

PRIVACY POLICY

Effective Date : 11th November, 2024

This Privacy Policy describes the processing of information provided by the Users ("User," "You," or "Your") and/or collected by Crush ("Crush Dating App," "We," "Us," "Our," and "Company") on the Apps and applications where this Privacy Policy is posted, whether on the Platform or in limited case, on third party applications where We allow You to share Content, read with terms and conditions of such applications. It also describes the processing of guest information provided to Us. We follow this Privacy Policy in accordance with Applicable Laws in the places where We operate. In some cases, We may provide additional data privacy notices specific to certain products, practices, or regions. Those terms are to be read in conjunction with this Policy.

By continuing to use or access the Platform, You acknowledge that You have read, understood and accepted the information described in this Privacy Policy.

IF YOU DO NOT AGREE WITH THE TERMS IN THIS PRIVACY POLICY, DO NOT USE THE SERVICES AND App/APP. CONTINUED USE OF THE SERVICES AND App/APP CONSTITUTES YOUR FREELY GIVEN, SPECIFIC AND INFORMED CONSENT AND AGREEMENT TO YOUR PERSONAL INFORMATION BEING PROCESSED PURSUANT TO THIS POLICY.

INFORMATION WE COLLECT AND IT'S USAGE :

Crush asks for User's personal information such as email ID, mobile number, name as on facebook/gmail, date of birth, gender, images of the user, along with optional information such as educational qualification and employment status when the user registers with the App. Users' location is collected for providing better services to the Users.

Users can view this data on their profile anytime by logging in to their Crush account. Other users can see a user's data when they login to their Crush, only to the extent that a user shares.

The content that the User provides for the other User's to view is at his/her own discretion. It is the User's responsibility to use content of genuine and legal nature for his/her profile and communication with the other Users on Crush. If any content is reported by a User to be in violation of the above, Crush can choose to either block or terminate the account.

All information collected at the App to become a registered user is obtained purely for providing the Services (please review the Terms and Conditions) and to improve the quality of your experience from the Services.

This privacy Policy discloses the privacy practices of Crush applicable to the handling of the information collected at the App.

The user information collected at the App is of two categories, Personally Identifiable Information and Non-Personally Identifiable Information. Personally Identifiable Information of the user can be specifically used to identify the user as an individual whereas, the Non-Personally Identifiable Information does not identify the user individually. Specifically, Crush uses the information collected at the App for providing high quality Services and suggesting and recommending matches best suited for the user, processing payments, assessing user preference and compatibility aspects. All information collected on the App could be used to resolve disputes, troubleshoot problems, collect receivables, measure gauge for surveys on User interest in the App, inform User about promotions and offers, detecting fraud and other criminal activity, to enforce Terms and Conditions and other related policies.

By registering with the App and consenting to Terms and Conditions and related policies at the App, User agrees and confirms his/ her consent to providing Crush this information, which is lawful, necessary and permissible. Our products or services may include third-party products or services. When you use these products or services, they may also collect and use your information to serve you wherein such use and collection by third parties will be governed by their respective privacy policies. Users at all times have the right to withdraw consent by communicating it to Crush or discontinuing use of the App and Services offered by Crush. Users can also permanently delete their Crush accounts themselves. Upon the User opting out to withdraw such consent Crush will not be under any obligations to provide the Services nor will it be liable for the Services provided till then.

SOURCE OF COLLECTED INFORMATION:

1. Log Files. Every time the User visits the App, Crush servers automatically gather information from User device (such as IP addresses, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks, location) to analyze trends, administer the App, prevent fraud, track visitor movement in the aggregate, and gather broad demographic information. This information provides an idea of which parts of the App the User visits. Log files are not shared externally.
2. Cookies. "Cookies" are used to keep track of some types of information. These are very small files placed on the user's device, which allow Crush to count the number of visitors to the App and distinguish repeat visitors from new visitors. Cookies allow Crush to save user preferences and track user trends. Please bear in mind if the user's device is set to reject all cookies, the User's experience may not be optimum and the App may not function properly. Cookies are not linked to any Personally Identifiable Information and Users who refuse cookies assume all responsibility for any resulting loss of functionality.
3. Mobile Analytics. Mobile analytics software could be used to allow Crush to better understand the functionality of our mobile software on User phones. This software may record information such as how often the User uses the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. This information is not linked to any Personally Identifiable Information.
4. Payment /Purchase Information. To process payment/ purchases, Crush may require User name, phone number and email address. Such information is used primarily to

process User order or as otherwise described herein. Crush adheres to strict security guidelines with respect to the storage, possession and handling of such information and protecting it against unauthorized access. It is clarified that Crush does not store User's credit card information. User transactions on Crush are authorized and being processed by Google Play Store and Apple App Store. Crush handles the information only in accordance with the provisions of the applicable law as made applicable from time to time and only for the duration lawfully required, thereunder.

5. E-mails and Telephone Calls. User e-mail address is required while registering for the Services. e-mails are used for both transactional (e.g., confirmation for registration with the App, credits, notifying of matches) and promotional (e.g., newsletters, new services, special discounts, etc.) purposes.
6. Mobile Device. If User has registered any mobile device or uses the mobile device to access the App, then device information may get collected (such as mobile device ID, model and manufacturer), operating system and version information, and IP address.
7. Demographic Data. Demographic data could be collected on the App. This data is used to tailor User's experience at the App, showing content that might interest them, and displaying the content according to their preferences. Some of this information may be shared with advertisers on a non-personally identifiable basis.
8. Online Survey Data. Information may be shared periodically during any voluntary member surveys. Users are encouraged to participate in such surveys as it helps in improving the Services. Survey responses are not linked to personally identifiable information, and all responses are anonymous.
9. Information Regarding Referred Friends. The App encourages Users to refer a friend for the Services by unique referral links by Crush. No information shall be taken from the user of the referred friend.
10. Use for Research. In addition to the uses outlined above, User agrees to allow Crush to use the information in an anonymised form, from User experiences to continue our research into successful relationships. This research, conducted by psychologists and behavior research scientists on the panel of Crush may be published in academic journals. All responses are kept anonymous, and not published.
11. Use for Verification checks. The User is aware that to continue to receive the Services offered at the App, it has to undertake the mandatory verification checks. The User agrees that information provided for the verification check is true and correct and is being provided voluntarily with complete knowledge of the purpose of its use by Crush and its authorized third party expert Service Provider for such verification. The Verification Check is conducted solely for the purpose of providing a richer experience in the Services. The verification process is kept anonymous and confidential and not shared with any third party other than authorized entities of Crush.

DISCLOSURE OF YOUR INFORMATION

Disclosure to User's Matches.

For providing the Services Crush will disclose User profile information and verification results to recommended/ Suggested matches. Photos and other profile information posted by User will be available for viewing. Crush includes the feature that enables the User to, at his discretion, to share its profile with matches to share User profile information, including photos, with members of their social network(s). User contact information is never shared with User matches.

Disclosure By Law.

User acknowledges and agrees that Crush may disclose information that the User provides if required to do so by law, at the written request of any government or regulatory authority, or if in Crush's sole discretion, believe that disclosure is reasonable for the following reasons:-

1. To comply with the law, requests or orders from law enforcement, or any legal process (whether or not such disclosure is required by applicable law);
2. If the data relates to -
 1. the sovereignty, integrity, or security of the state;
 2. a state's friendly relations with foreign states;
 3. public order;
 4. 4. for preventing incitement to the commission of any cognisable offense relating to the above; or
 5. for investigation of any offense.
3. protect or defend Crush's, or a third party's, rights or property;
4. protect someone's health or safety, such as when harm or violence against any person is threatened; or
5. for investigative purposes. Information Transferred As a Result of Sale of Business.
6. Crush may buy or sell assets and, depending on the transaction, User Personally Identifiable Information may be one of the transferred and acquired assets.

Indemnification

1. The User agrees to indemnify Crush for any breach in confidentiality of the User's Personal Information.
2. If the User accesses Crush through a third-party platform the User indemnifies Crush against any data breaches that occur due to any acts of commission or omission from the third-party platform.
3. To the fullest extent of the law, the User shall indemnify, defend and hold harmless Crush, its officers, employees, agents, representatives, consultants, and contractors from and against any and all loss, costs, penalties, fines, damages, claims, expenses (including attorney's fees) or liabilities arising out of, resulting from, or in connection with the services.

Links to or Access from Other Apps

Users may be able to access accounts or content from third party Apps, such as social networking Apps, by way of various applications. The privacy policies and practices of such Apps in connection with information User discloses on such Apps may differ from that on the App. Users are encouraged to review the policies and practices of these Apps to ensure that the privacy of the information User submits on their App does not conflict with and is consistent with how User wishes this information to be treated. Crush is not responsible for the privacy policies or practices or the content of any other webApps that may provide access to, or be linked to or from, this App, including that of any social networking Apps and third party advertisers whose offerings require User to navigate away from this App.

INFORMATION SHARING

- Crush does not rent, sell or share any personal or sensitive information of User other than as mentioned in this Privacy Policy, with any third party.
- We may share information on an aggregated or de-identified basis with third parties for research and analysis, profiling, and similar purposes to help us improve our products and services. We also use Google Analytics to help us understand how our users use the App - you can read more about how Google uses your information here:: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. We use Google Cloud APIs, Facebook SDK, and Firebase..
- If Crush is acquired by a third party as a result of a merger, acquisition, or business transfer, your personal information may be disclosed and/or transferred to a third party in connection with such transaction. We will notify you if such a transaction takes place and inform you of any choices you may have regarding your information.
- We may share your information with government and law enforcement officials to comply with applicable laws or regulations, for example when we respond to claims, legal processes, law enforcement, or national security requests.

STORAGE AND SECURITY OF INFORMATION WE COLLECT

- Crush follows stringent security techniques and requirements for handling sensitive and personal information. These techniques and requirements are fully compliant with the guidelines set forth under applicable law. Crush servers are accessible only to authorized personnel. User information logged under the Terms and Conditions is shared with respective personnel only on a need to know basis and/ or for the purpose of completing a transaction and/ or to provide Services. All representatives handling information under these provisions are under contractual confidentiality obligation with Crush.
- We use third-party vendors and hosting partners, such as Firebase, for hardware, software, networking, storage, and related technology it needs to run the App. We maintain different types of logs: server logs and event logs. By using Crush, you authorize us to use your information in India.

- We have strict practices in place to protect the loss, misuse, and alteration of several data and information under our control.
- We have put in place procedures to deal with any suspected privacy breach and will notify you and any applicable regulator of a breach where we are legally required to do so.
- While we implement safeguards designed to protect your information, please note that no transmission of information on the Internet is completely secure. We cannot guarantee that your information, during transmission through the Internet or while stored on our systems or processed by us, is absolutely safe and secure.
- We only retain personal information for so long as it is reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. We periodically review the basis and appropriateness of our data retention policy.
- While Crush takes every step to safeguard the confidentiality of user personal information, by using the App, users agree and confirm that Crush is not liable for any disclosure due to errors in transmission or unauthorized acts of third parties.
- Notwithstanding anything contained to the contrary in this Policy, Crush will not be responsible for any loss, damage, or misuse of any personal information, if such loss is attributable to a Force Majeure Event. The term force majeure event shall mean any and every event that cannot be performed due to causes that are outside the control of the parties, including but not limited to natural calamities or disasters, computer hacking or other similar events that could not be evaded through the exercise of due care.

CHILDREN'S PRIVACY PROTECTION

Crush is not designed for, or intentionally targeted at, children below the age of 18 years. It is not our policy to intentionally collect information or maintain data about anyone under the age of 18. If you learn that anyone younger than 18 has unlawfully provided us with personal information, please contact us via the contact us button in the settings section of the app and we will take steps to delete such information.

OPT-OUT PROVISIONS

Users can delete their Crush profiles anytime from the app settings. The User's information will be deleted from Crush databases within 15 days from account deletion.

However, this information may remain in archives even after deletion or termination of the User account as required by law and the handling of the same is in accordance with the provisions of the applicable law and as intimated by the government agency from time to time.

HOW WE PROTECT YOUR INFORMATION

Crush follows stringent security techniques and requirements for handling sensitive and personal information. These techniques and requirements are fully compliant with the guidelines set forth under law. Crush servers are accessible only to authorized personnel. User information logged under the Terms and Conditions is shared with respective personnel only on need to know basis and/ or for the purpose of completing a transaction and/ or to providing Services. All representatives handling information under these provisions are under contractual confidentiality obligation with Crush. While Crush takes every step to safeguard the confidentiality of User personal information, by using the App, User agrees and confirms that Crush is not liable for any disclosure due to errors in transmission or unauthorized acts of third parties.

CHANGES TO THIS PRIVACY POLICY

We are constantly looking for new ways to improve Crush and we may unilaterally update this Privacy Policy from time to time. When there is a significant change in this Privacy Policy, you will see a pop up in the app which you will have to accept before you can continue to use Crush.

CONTACT US

For any query, you can contact us via the contact us button in the settings section of the app.

We reserve the right, at our discretion, to make changes to the terms of use and privacy policy at any time. The most updated version is available on our App and WebApp at all times. Please check the terms of use and privacy policy periodically for changes as all modifications are effective upon publication. Continued use of the Crush app and webApp after revision indicates the user's acceptance of the terms of use and privacy policy.