

PRIVACY POLICY

RANG, owned and operated by **ReelSaga Innovations Private Limited**, having its registered office at Nahar Amrit Shakti, Chandivali, Mumbai, Maharashtra, India, 400072 (hereinafter referred as “**RANG**”, “**us**”, “**we**”, “**our**”) recognizes the importance of maintaining the privacy of every user (hereinafter referred to as “**user**”, “**you**”, “**your**”) who visits our Platform (defined below) and/or uses our Services (defined below).

At RANG, your privacy matters. We value the trust you place in us and are committed to being transparent about the information we collect and how we use or share it, including with third parties.

This Privacy Policy applies to your use of our website, mobile or tablet apps, or any other online platform (“**Platform**”) that links to this policy or whenever you use any of our services (together, the “**Services**”). By using our Services, you agree to this Privacy Policy and our Terms and Conditions available at <https://www.therang.app> . We encourage you to read this policy to understand how we collect, use, and share your Personal Data.

We may update this Privacy Policy as needed, and any changes will be shared prominently on our Platform or via email.

1. INFORMATION COLLECTED

RANG collects various forms of data from its users in several ways as listed down in Section 2 of this Privacy Policy. This data collected may include Personal Data (*defined below*) or Non-Personal Data (*defined below*).

Personal Data: Personal data means any data about you which you provide to the Company as part of your usage of the Services, which includes the following:

- Name
- Gender
- Contact number
- Email address
- Demographic details (such as area, location, and IP address)
- ZIP/Postal code
- User preferences
- User activity
- Any other personally identifiable data as may be determined and collected by the Company.

Non-Personal Data: RANG collects certain technical data which do not personally identify you which may include, without limitation, the following:

- Browser type and language
- Device type (computer or mobile)
- IP address
- Mobile network or carrier
- Unique device identifiers
- Location data
- URLs you visit before and after using our Services

and other such Non-Personal Data as may be determined and collected by the Company.

2. HOW RANG COLLECTS INFORMATION

RANG may collect Personal Data from users in multiple ways—directly from users, indirectly through interactions, or automatically using technology or software. This data may be collected regardless of whether a user has an account with us. We may collect your Personal Data when:

- You visit, access, or interact with any part of our Platform and/or Services.
- You use any features, content, tools, or functionalities provided on the Platform.

- You browse our Platform, or open, click, or respond to our emails—whether promotional, service-related, or informational.
- You engage with us by submitting forms, participating in surveys or polls, or contacting us via phone, email, or chat.
- You log in or register using third-party services such as social media platforms or linked accounts. By doing this, you authorize those platforms to share information with us, which we collect and use in accordance with this Privacy Policy.
- You interact with our Services through cookies, analytics tools, tracking technologies, or web beacons that allow us to personalize your experience and improve our Services.
- You participate in events, promotions, feedback programs, referrals, or beta testing initiatives hosted or supported by us.
- You access RANG through embedded content, partner websites, or third-party integrations, where your interactions may be tracked as part of your use of the Services.

3. PURPOSE OF COLLECTION AND USAGE OF PERSONAL INFORMATION

RANG uses your Personal Data to provide, manage, and improve our Services, deliver relevant content, and ensure user engagement and safety. We may use your Personal Data for the following purposes:

- **To Provide and Manage the Services You Request:** We may use your Personal Data to deliver our Services, provide functionality, analyze performance, fix errors, and improve usability. This includes processing your subscription, sending newsletters, or enabling participation in features offered through the Services. We may also provide personalized content and recommendations, including by email, to deliver a more relevant experience tailored to your interests.
- **To Reach Users:** We may periodically use your Personal Data to contact you with offers and information about the Services and our affiliates. This may include communication related to your account, surveys, news stories, new features, and other important updates. You may opt out of receiving commercial emails by following the instructions in those messages.
- **To Customize Advertising:** We may use your Personal Data to deliver targeted advertisements, promotions, and offers on behalf of ourselves and our advertising partners, both on and off our Services. You may opt out of receiving such targeted content.
- **To Understand Users:** We may conduct research on user demographics, interests, and behavior using the Personal Data we collect. This helps us better understand our audience and improve the quality and relevance of our Services.
- **To Protect Legal Rights:** We may use your Personal Data if we believe it is necessary or appropriate to protect, enforce, or defend the legal rights, privacy, safety, or property of the Services, our employees, our users, or others, and to comply with applicable laws.
- **With Your Consent:** For any purposes not specifically listed here, we will use your Personal Data only with your consent and/or as directed by you.
- **Other Uses:**
 - o To improve our Services and add new features.
 - o To deliver targeted content based on your behavior on our Services.
 - o To send push notifications and service-related communications (e.g., security alerts, feature updates), if enabled.
 - o To respond to your queries, complaints, and feedback.
 - o To publish aggregated, Non-Personal Data in the form of reports, blogs, or analysis that reflect the performance, reach, or impact of our Services.
 - o To enhance or deliver our Services using artificial intelligence technologies or platforms.
 - o Any other uses as may be informed to you by RANG either through the Platform or through any other form of personal communication.

4. HOW RANG SHARES USER INFORMATION

The following provides information about entities with which RANG may share the Personal Data. RANG's practices vary depending on the type of information.

- **Logging In Through Social Media Services:** If users log into the Services with a social media service or if users connect a social media account with the Services, RANG may share your Personal Data with that social media service. The social media services' use of the shared Personal Data will be governed by the social media services' respective privacy policy and user's social media account settings. If you do not want your information shared in this way, then you shall not connect your social media service account with the Services.
- **Business Partners:** RANG may also share Personal Data with business/channel partners to provide you with services that you request.
- **Service Providers:** RANG may share Personal Data with vendors providing contractual services to RANG, such as hosting vendors, advertising service providers, and list managers. RANG also may share Personal Data, for ease and convenience of users.
- **Other Parties When Required by Law or As Necessary to Protect Our Users and Services:** RANG may share user's Personal Data if it believes it necessary or appropriate to protect, enforce, or defend the legal rights, privacy, safety, or property of the Services, its employees or agents or users or to comply with applicable law or legal process, including responding to requests from public and government authorities.
- **Affiliates:** RANG may share Personal Data within our family of affiliated companies and business associates.
- **Third Parties that Provide Content, Advertising, or Functionality:** When RANG uses our Services, third parties may collect or receive certain Personal Data about users and/or your use of the Services (e.g., hashed data, click stream information, browser type, time and date, information about users interactions with advertisements and other content), including through the use of cookies, beacons, mobile ad identifiers, and similar technologies, in order to provide content, advertising, or functionality or to measure and analyse ad performance, on our Services or other websites or platforms. This Personal Data may be combined with information collected across different websites, online services, and other linked or associated devices. These third parties may use user Personal Data to improve their own services and consistent with their own privacy policies.
- **Other Parties in Connection With a Corporate Transaction:** RANG reserves the right to transfer any Personal Data it has about the users in the event that RANG sells or transfers all or a portion of our business or assets to a third party, such as in the event of a merger, acquisition, or in connection with a bankruptcy reorganization.
- **Otherwise with User Consent or At User Direction:** In addition to the sharing the Personal Data as described in this Privacy Policy, RANG may share Personal Data about user with third parties whenever you consent to or direct such sharing.

RANG also may share other information with third parties in a manner that constitute Non-Personal Data, including, for example, aggregated data about how users are using our Services.

5. Links to Third-Party Sites

RANG's Services may link to third-party websites and services that are outside its control. RANG is not responsible for the security or privacy of any Personal Data collected by other websites or other services. RANG should exercise caution, and review the privacy statements applicable to the third-party websites and services you use.

We engage certain third party service providers to provide services, including without limitation for processing payment transactions, ("**Service Providers**") and such Service Providers may have access to Your Personal Information or Non-Personal Information, in the course of providing such services. You are bound by the privacy policy of these Service Providers in connection with their use of your Personal Data while they provide their services.

6. DATA TRANSFER

Your Personal Data may be stored and processed in India or any other country, unless restricted by the Central Government under the Digital Personal Data Protection Act, 2023 (“**Act**”) or subsequent rules (as and when notified by the central government), in which We or our subsidiaries, affiliates, or products or service providers maintain facilities. We may transfer information that we collect about you, including Personal Data, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. These countries may have data protection laws that are different from the laws of your country and, in some cases, may not be as protective.

7. USER DUTIES

Users must act responsibly and comply with the following duties, in addition to any other duties it may have under applicable laws of the applicable jurisdiction:

- Comply with the provisions of all applicable laws for the time being in force while exercising rights under the provision of Act.
- Ensure not to impersonate another person while providing Personal Data for a specified purpose.
- Ensure not to suppress any material information while providing Personal Data for any document, unique identifier, proof of identity or proof of address issued by the State or any of its instrumentalities.
- Ensure not to register a false or frivolous grievance or complaint with RANG or the Board.
- Furnish only such information as is verifiably authentic, while exercising the right to correction or erasure under the provisions of Act or the rules made thereunder.

8. USER RIGHTS

Your Right of Withdrawal: You shall have the right to withdraw your consent at any time after sending a request mail to our consent manager at contact@reelsaga.in (“**Consent Manager**”), who shall within a reasonable time from your request, take appropriate action required under the data privacy laws in your respective country. However, it is clarified that, such withdrawal shall not affect the legality of processing of the Personal Data based on consent given by you before the withdrawal. **Please keep in mind**, in case of withdrawal of consent, we will have to close and delete your account and access details to the Platform and/or Services, in whole or in part, in order to delete your Information and you will not be able to access the Platform and/or Services.

Your Right of Grievance Redressal: You shall have the right to have readily available means of grievance redressal by emailing your grievances to our Consent Manager at contact@reelsaga.in in respect of any act or omission of RANG or the Consent Manager regarding the performance of its obligations in relation to your Personal Data or in relation to the exercise of your rights under the Act.

Your Right to Approach the Data Protection Board: You shall have the right to approach and make a complaint to the Data Protection Board in the manner as specified under the Act or subsequent rules (as and when notified by the central government). However, this right should be only exercised after exercising your right of grievance redressal with RANG.

Your right to review, correct, complete, update your Personal Data: You shall have the right to review, correct, complete, and/or update your Personal Data which is being processed by us at any time, and upon your request made to the Consent Manager at contact@reelsaga.in to correct, complete or update your Personal Data, we shall within a reasonable time correct the inaccurate or misleading Personal Data, complete the incomplete Personal Data and/or update the Personal Data as indicated in your request.

Your right to nominate: You shall have the right to nominate, in such manner as may be prescribed, any other individual, who shall, in the event of death or incapacity exercise your rights in accordance with Act and the rules made thereunder.

Your right to correction and erasure of Personal Data: You shall have the right to correction, completion, updating and erasure of your Personal Data for the processing of which you have previously given consent.

You have additional rights in relation to the Personal Data we hold about you if you are European Union citizen or a user sharing data directly from the European Union. These rights include:

- The right to access the information we hold about you, and to obtain details of processing;
- The right to withdraw your consent to our continued processing of the information, at any point of time, subject only to any legitimate reason for continued processing in certain circumstances;
- The right to edit your account information and preferences available with us;
- The right to seek from us your Personal Data to be provided to another company;
- The right to erasure of any Personal Data that we process, in certain circumstances, to the extent permissible in applicable law, and feasible; and,
- The right to move your information to another service provider, in a compatible format. This will only cover such information which we have received from you.

9. ACCESS TO PERSONAL INFORMATION

User may access or modify its Personal Data by signing on to the Platform if they are registered users. RANG will not modify the information provided by any user. It is pertinent to mention that RANG gives the right as contemplated in this Privacy Policy only in the instance where there is an option for registration. However, you must update your Personal Data as soon as such changes are necessitated. Upon user request, RANG will close its account and remove user's Personal Data from view as soon as reasonably possible, based on users account activity and in accordance with applicable law(s).

10. LEGITIMATE USES

RANG will retain the required Personal Data from closed accounts to comply with law, avoid/check illegal and/or potentially prohibited activities and to enforce User Agreements; Comply with any court judgment / decree / order / directive / legal & government authority /applicable law; Investigate potential violations or applicable national & international laws; Investigate deliberate damage to the Platform/Services or its legitimate operation; Detect, prevent, or otherwise address security and/or technical issues; safeguard the rights, property or safety of RANG and/or its Directors, employees and the general public at large; Respond to Claims of third parties; and take such other actions as may be permitted by law.

It is hereby informed to you, and you hereby agree that, no consent is required for the processing of any Personal Data which is processed, however, we may give notice of use in such situations for individuals residing outside India (save and except European Union citizens or Users whose data is received directly from European Union), wherein the notice shall be served in the manner decided by RANG:

- for necessary purpose of research, archiving or statistical purposes if the Personal Data is not to be used to take any decision specific to a Data Principal and such processing;
- for enforcing any legal right or claim;
- in the interest of prevention, detection, investigation or prosecution of any offence or contravention of any law;
- Personal Data of users not within the territory of India pursuant to any contract entered into with any person outside the territory of India;
- for scheme of compromise or arrangement or merger or amalgamation of two or more companies or a reconstruction by way of a demerger or otherwise or transfer of undertaking of one or more company to another company or involving division of one or more companies; and
- the processing is for the purpose of ascertaining the financial information and assets and liabilities of any person who has defaulted in payment due on account of a loan or advance taken from a financial institution, subject to such processing being in accordance with the provisions regarding disclosure of information or data in any other law for the time being in force.

11. USER RIGHT TO BE FORGOTTEN

If RANG possesses users contact information, to keep users posted about its products, Services and events, and the users prefer not to keep up to date with company related news and latest information on services and receive such marketing materials, users may unsubscribe from such a facility.

RANG will update its preferences as soon as reasonably practical. However, do note, if you opt out of the Company emailing list, as described herein, Company will not be able to remove your Personal Data from the databases of affiliates, franchisees or business partners with which RANG have already shared user's Personal Data, prior to the date of user's opt-out request.

12. DATA RETENTION

We may retain and use your information as necessary to comply with our legal obligations. We may also retain and use your information for business, statistical or other purposes as allowed under applicable laws in your respective country of residence.

13. SECURITY

We shall notify you in case of any security breach of Personal Data that affects You in the form and manner as prescribed under the Act, and its subsequent rules (as and when notified by the central government). We endeavour to comply with applicable norms and have a number of security measures to ensure there is no loss, misuse, or illegal alteration of Personal Data collected from its users. Personal Data we collect is securely stored within our databases, and we use standard, industry-wide, commercially reasonable security practices for protecting your Personal Data. However, no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that Personal Data or any other information you supply won't be intercepted while being transmitted to us over the internet or wireless communication and any Personal Data or other information you transmit to RANG, you do at your own risk. If, despite our best efforts, an unauthorised breach of our security measures occurs, resulting in the unauthorised access, duplication, removal or alteration of any your Personal Data or any other information, We, our directors, officers, employees, promoters, or affiliates shall not be held responsible for any loss resulting from such breach. As a result, while we strive to protect your Personal Data, you acknowledge that:

- there are security and privacy limitations inherent to the internet which are beyond our control; and
- the security, integrity and privacy of any and all information and data exchanged between you and us through this Platform cannot be guaranteed.

14. SANCTIONS AND EXPORT POLICY

Company makes no representation that materials on this Platform are appropriate or available for use in locations outside India. Those who choose to access this Platform from other locations do so on their own initiative and at their own risk. If you choose to access this Platform within India, even as a citizen of any other countries, you are responsible for compliance with local laws in India.

15. COOKIE POLICY, PIXELS AND TRACKING

Cookies are small text files which contain a small amount of information that is downloaded to user's computer or mobile device when users visit a website. When users visit the website again, or visit partner website which recognises that cookie, user's device is able to communicate with the website and the website can read the information held in that cookie.

RANG uses Cookies to help users efficiently browse our Platform and to save user's time by not having to re-enter user details/preferences on each visit. Cookies allow RANG to provide users with information and show you content relevant

to that user. RANG also uses Cookies to analyse how RANG customers interact with RANG Platforms so that RANG can improve the customer journey.

User can choose to accept or decline cookies in its browser settings. Most web browsers automatically accept cookies, but users can usually modify its browser setting to reject cookies if they prefer. Users may find more help about managing cookies on its browser. This may prevent users from having complete experience of the Platform by affecting the access to some of the links, Services or features. Information collected by cookies and web beacons is Non-Personal Data, unless otherwise constituting as Personal Data under the applicable laws of the applicable jurisdiction, in which case the Personal Data will be handled as per this Privacy Policy.

16. PARENTAL CONSENT

You must be at least 18 years old to have our permission to use this Services. Our policy is that we do not knowingly collect, use or disclose Personal Data about children under the age of 18 or a person with disability. You must have attained the age of majority to be able to use and access our Services. If you are under the age of 18 or a person with disability, your parent or legal guardian has to ensure that appropriate consent is being given on your behalf, and you including your parent or legal guardian agree to indemnify RANG against any loss, damages, proceedings, or penalties initiated against RANG due to your failure to adhere to this obligation.

As a parent or legal guardian, please do not allow minors or persons with disability under your care to submit Personal Data to us. In the event that such Personal Data of the minor is disclosed to us, you hereby consent to the processing of the minor's or persons with disability's Personal Data and accept and agree to be bound by this Privacy Policy and take responsibility for his or her actions. We shall not undertake to process any Personal Data which is likely to cause any detrimental effects on the well-being of the child. We shall also avoid undertaking any tracking or behavioural monitoring of children or targeted advertising directed at children.

17. MISCELLANEOUS

You should also be aware that when Personal Data is voluntarily disclosed (i.e., your name, email address, etc.) in the discussion forums or other public areas on the Services, that information, along with any information disclosed in your communication, can be collected and used by third parties and may result in unsolicited messages (including unwanted spam messages) from third parties. Such activities are beyond our control and this Privacy Policy does not apply to such information. Please consult the Terms and Conditions for our Services conduct policies.

18. DATA PROTECTION OFFICER

If you have any questions, concerns, or inquiries about our Privacy Policy, our use of your Personal Data, the processing of your Personal Data, or our privacy practices, please contact us at contact@reelsaga.in. You can also reach our Data Protection Officer by sending e-mail or written correspondence to:

Email: contact@reelsaga.in

Attn: Data Protection Officer

Animesh Gautam

19. REACH OUT TO US

In case of any grievance, You have the right to get your concerns or queries addressed through our internal grievance redressal system by emailing us at contact@reelsaga.in or writing to our Consent Manager at:

Email: contact@reelsaga.in

Attn: Consent Manager

Animesh Gautam

Please include your name, address, and/or email address when you contact us.

We encourage you to promptly update your Personal Data if it changes. Also, depending on your location, you may have certain additional rights with respect to your Personal Data such as deletion (including the right to have RANG delete your Personal Data, except Personal Data we are required to retain, by contacting us at the address listed above), or we may delete your Personal Data if we are instructed to do so by our customers who export your Personal Data to us, except for information we are required to retain; and withdrawal of consent or object to processing (including, in limited circumstances, the right to ask RANG to stop processing your Personal Data, by contacting us at the address listed above).

For any complaint related to the services or content of this Platform the aggrieved person may raise the query/complaint within a period of 7 (seven) days from the date of first publication to the email ID mentioned herein:

Email: **contact@reelsaga.in**

Last Updated Date: Sept, 2026.