

DukaanSe - Privacy Policy

Effective Date: 27 October 2025

Last Updated: 27 October 2025

1. Introduction/ About the Company

This platform, DukaanSe, is owned and operated by Vyaptra Solutions Private Limited, a company incorporated under the Companies Act, 2013, having its registered office at Lower Parel, Mumbai, MH 400013, bearing Corporate Identification Number (CIN): U47912MH2025PTC454001.

All references to “DukaanSe,” “we,” “us,” or “our” in these Terms or Policies refer to Vyaptra Solutions Private Limited.

This Privacy Policy describes how we collect, use, share, and protect your personal information when you use our mobile application, website, or related services (collectively, the "Platform"). By using DukaanSe, you agree to this Policy and consent to our data practices as described herein.

This Policy aligns with the **Digital Personal Data Protection Act, 2023 (DPDP Act)** and applicable Indian data protection and consumer laws.

For any queries, contact us at support@dukaanseindia.com or write to the above address.

2. Information We Collect

We collect the following types of information to provide and improve our services:

- a. Account Information** When you register or create an account, we collect details such as your name, email address, mobile number, and password.
 - b. Profile Information** like your age, gender (optional), delivery address, profile photo, and preferences.
 - c. Location Information** With your consent, we collect your device's location data to show nearby stores and enable pickups or deliveries.
 - d. Transaction & Payment Data** Details of your orders, payment method (UPI, card, wallet, etc.), and billing address. DukaanSe does not store full card details; all payments are processed via PCI-DSS-compliant payment partners.
 - e. Usage & Device Data** Information about how you use the app, device identifiers, app logs, crash reports, and session data.
 - f. Communication & Support Data** Messages, reviews, feedback, chat support records, and correspondence with customer service are included.
- DukaanSe does not knowingly collect data of children under 18.

3. How do we use your information?

By using the Platform, you consent to our use of your personal data in accordance with this Policy for the following purposes:

- To process and deliver orders placed on the Platform.
- To maintain your account and manage loyalty coins, referrals, and wallet transactions.
- To communicate with you regarding orders, offers, and service updates.
- To analyse user behaviour and improve our services and user experience.
- To personalise your experience, including showing relevant content or promotions.
- To detect and prevent fraud or misuse.
- To comply with applicable legal and tax obligations.

4. Legal Basis for Processing

We process personal information based on one or more of the following grounds:

- **Contractual necessity:** To fulfil our obligations when you place an order.
- **Legal compliance:** To meet obligations under applicable law (e.g., invoicing, taxation, consumer protection).
- **Consent:** For location access, marketing communications, and promotions.
- **Legitimate interests:** For service analytics, fraud detection, and operational improvements.

5. Data Sharing & Disclosure

We may share information with:

- **Merchants:** To process and fulfil your orders.
- **Delivery Partners:** To deliver products to your chosen address.
- **Service Providers:** Payment gateways, analytics partners, hosting providers, and customer support vendors.
- **Legal Authorities:** When required by law or to respond to legal process.
- **Business Transfers:** In case of mergers, acquisitions, or restructuring of DukaanSe.

We **do not sell** your personal data for marketing purposes. We may share anonymised or aggregated insights with analytics or marketing partners, ensuring no personal identification is revealed.

6. Data Retention Schedule

DukaanSe retains personal data only as long as necessary for the purposes stated in this Policy:

- Account & Profile Data: until account deletion + 2 years for audit.
- Transaction & Payment Data: 7 years (as per tax & accounting law).
- KYC / Merchant Documents: 10 years post-termination (per AML/PMLA).
- Support Chats & Logs: 1 year.
- Analytics & Device Data: 24 months (anonymised thereafter).

Upon expiry of these periods, data is securely deleted or irreversibly anonymised.

7. Your Rights & Choices

You have the following rights regarding your personal data, subject to applicable law:

- **Access:** Request a copy of your personal data held by us.
- **Correction:** Update or correct inaccurate or incomplete information.
- **Deletion:** Request deletion of your account and associated data, subject to retention obligations.
- **Withdraw Consent:** Withdraw consent for marketing or location access at any time.
- **Data Portability:** Request a copy of your data in a structured format.

To exercise these rights, contact us at privacy@dukaanseindia.com.

- To submit a Data Subject Access Request (DSAR), email it to privacy@dukaanseindia.com. We will acknowledge receipt within 15 days and endeavour to comply within 45 days after verifying identity.

8. Cookies & Tracking Technologies

We use cookies and similar technologies to enhance your browsing experience, analyse app usage, and deliver personalised offers. You can control cookies through your browser settings. Turning off essential cookies may affect app functionality. Our cookies do not store sensitive personal data.

9. Data Security

We implement strict technical and organisational safeguards, including:

- Encryption of data during transmission and storage is implemented using industry-standard protocols.
- Limited access to personal data on a need-to-know basis.
- Regular audits and monitoring for vulnerabilities.

While we strive to ensure complete security, no online system is entirely risk-free. Users are advised to use strong passwords and avoid sharing login details.

10. Cross-Border Data Transfers

If we transfer your data outside India, it will be protected through contractual safeguards or approved mechanisms under applicable law.

11. Children's Privacy

Our Platform is not intended for individuals under 18. If we become aware of data collected from minors, we will delete it immediately.

12. Updates to this Policy

We may update this Privacy Policy periodically. Material changes will be notified in-app and via email (if applicable). The revised Policy becomes effective upon posting.

13. Contact & Grievance Redressal

In accordance with the Consumer Protection (E-Commerce) Rules, 2020 and the Digital Personal Data Protection Act, 2023, the details of the Grievance Officer are

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|---|--|----------------------------------|
| Name Yadubansh Mani | Email grievance@dukaanseindia.com | Ph No +91 964 290 1528 |
| Address Lower Parel, Mumbai, MH 400013 | | |

as follows:

Complaints are acknowledged within 48 hours and resolved within 30 days.

End of Privacy Policy - DukaanSe (by Vyaptra Solutions Pvt. Ltd.)