

PAIRFFFECT PRIVACY POLICY

Version: 1.0

Effective Date: [To be inserted]

Last Updated: [To be inserted]

IMPORTANT NOTICE

Your privacy is important to us.

This Privacy Policy explains how Pairfffect collects, uses, stores, protects, shares, and otherwise processes your personal information when you use any website, mobile application, or online service powered by Pairfffect.

Please read this Privacy Policy carefully before using the Platform.

By creating an account, accessing the Platform, purchasing a membership, or otherwise using our Services, you acknowledge that you have read and understood this Privacy Policy.

This Privacy Policy should be read together with:

- Pairfffect End User Terms of Use and Service Agreement;
- Payment, Cancellation and Refund Policy;
- Cookie Policy;
- and any additional privacy notices published on the Platform.

Where this Privacy Policy refers to "personal information", "personal data", or similar expressions, those terms shall have the meaning assigned under applicable law.

PART I – INTRODUCTION

1. PURPOSE OF THIS PRIVACY POLICY

Pairfffect is committed to respecting and protecting your privacy.

This Privacy Policy explains:

- what information we collect;

- how we collect it;
- why we collect it;
- how we use it;
- when we share it;
- how we protect it;
- how long we retain it;
- your rights relating to your personal information; and
- how you may contact us regarding privacy matters.

Our objective is to process personal information responsibly, transparently, securely, and in accordance with applicable law.

2. WHO WE ARE

Pairffect is a cloud-based Software-as-a-Service ("SaaS") platform developed and operated by:

Addition Solutions

Navi Mumbai,

Maharashtra,

India

Throughout this Privacy Policy:

- "Pairffect"
- "we"
- "our"
- "us"

refer to Addition Solutions and the Pairffect Platform.

Pairffect provides technology infrastructure that enables independent Operators to operate digital matrimonial services.

Depending upon the applicable commercial model, Pairffect may also directly offer membership plans and related Platform services to End Users.

3. SCOPE OF THIS PRIVACY POLICY

This Privacy Policy applies to all personal information processed through:

- Pairfffect websites;
- Pairfffect mobile applications;
- Operator websites powered by Pairfffect;
- Operator mobile applications powered by Pairfffect;
- administrative portals;
- APIs;
- customer support services;
- communication services;
- payment services operated by Pairfffect;
- identity verification services integrated with Pairfffect;
- and any other Platform functionality operated by Pairfffect.

This Privacy Policy applies regardless of whether you access the Platform through:

- a web browser;
 - a mobile application;
 - a tablet;
 - a desktop computer;
 - or any other supported device.
-

4. APPLICABILITY

This Privacy Policy applies to:

- prospective Members;
- registered Members;
- parents;
- guardians;
- authorised representatives;
- visitors browsing the Platform;
- premium Members;
- users communicating with customer support;
- individuals participating in identity verification;
- individuals making payments to Pairfffect;
- and any other individual whose personal information is processed through the Platform.

Different Operators may maintain additional privacy notices relating to their own services.

Such notices apply in addition to this Privacy Policy.

5. DEFINITIONS

Unless the context requires otherwise:

Personal Information

means any information relating to an identified or identifiable individual as defined under applicable law.

Processing

means any operation performed on personal information, whether automated or manual, including collection, recording, organisation, storage, use, analysis, transmission, sharing, updating, deletion, or destruction.

Platform

means all websites, mobile applications, APIs, cloud infrastructure, administrative portals, communication systems, and software services provided through Pairffect.

Operator

means an independent organisation or entity using Pairffect to provide matrimonial services.

Operators are separate legal entities and may independently process personal information in accordance with their own legal obligations.

Member

means any individual registered on a Pairffect-powered matrimonial service.

Verification Provider

means an authorised third-party identity verification service engaged by Pairffect, including providers such as **SurePass** or any successor or equivalent service provider engaged from time to time.

KYC

means the identity verification process used to confirm a Member's identity through lawful verification mechanisms, including Aadhaar-based verification where applicable.

AI Services

means artificial intelligence, machine learning, recommendation systems, automated profile analysis, translation services, fraud detection systems, image processing, and other intelligent software features made available through the Platform.

6. OUR PRIVACY PRINCIPLES

Pairffect has been designed around the following privacy principles.

Data Minimisation

We collect only the information reasonably necessary to provide the Platform, comply with legal obligations, protect Members, prevent fraud, and improve our Services.

For example, during Aadhaar-based identity verification, Pairffect does **not intentionally store**:

- the Aadhaar number;
- Aadhaar XML;
- Aadhaar image.

Instead, Pairffect stores only the minimum information reasonably required for operating the Platform, such as:

- verified name;
 - verified date of birth;
 - verified photograph;
 - verification status;
 - verification timestamp;
 - verification metadata (where applicable).
-

Purpose Limitation

Personal information is processed only for legitimate purposes described in this Privacy Policy or otherwise communicated to you.

Transparency

We strive to clearly explain our data practices and avoid collecting information in ways that are hidden or misleading.

Security

We implement reasonable technical and organisational measures designed to protect personal information against unauthorised access, disclosure, alteration, or destruction.

However, no internet-connected system can be guaranteed to be completely secure.

User Control

Where required by applicable law, we provide mechanisms that enable you to review, update, or request correction or deletion of your personal information, subject to legal and operational requirements.

Continuous Improvement

We regularly review our privacy practices and may update this Privacy Policy to reflect changes in law, technology, or our Services.

7. CONTACTING US

If you have any questions regarding this Privacy Policy, you may contact:

Privacy Team

Pairffect

Addition Solutions

Navi Mumbai, Maharashtra, India

Privacy Email:

privacy@pairffect.com

Details of the designated **Grievance Officer** will be published separately in accordance with applicable law.

PART II – INFORMATION WE COLLECT

8. OVERVIEW

The information we collect depends upon:

- the Services you use;
- the features you access;
- the membership plan you purchase;
- the information you voluntarily provide;
- the verification services you complete;
- the permissions you grant;
- and the technical characteristics of your device.

Some information is mandatory for operating the Platform, while other information is optional and may improve your experience.

Where information is mandatory, failure to provide it may prevent you from creating or continuing to use your account.

9. INFORMATION YOU PROVIDE DURING REGISTRATION

When you register for a Pairfect-powered matrimonial service, we may collect information including:

Identity Information

- Full Name
- Date of Birth
- Gender
- Marital Status

Contact Information

- Mobile Number
- Email Address
- Residential City

- State
- Country

Login Credentials

- Password (stored in encrypted/hashed form)
- Authentication settings

We do **not** store your password in plain text.

10. MATRIMONIAL PROFILE INFORMATION

To help Members discover suitable matrimonial profiles, you may provide information including:

Personal Details

- Height
- Weight (optional)
- Blood Group (optional)
- Complexion (optional)
- Physical Attributes (optional)
- Lifestyle Preferences

Religious & Cultural Information

- Religion
- Community
- Caste
- Sub-Caste (optional)
- Mother Tongue
- Gotra (optional)

Providing certain religious, community, or cultural information is voluntary unless required by the relevant Operator.

Educational Information

- Highest Qualification
- Educational Institution (optional)
- Professional Certifications (optional)

Employment Information

- Occupation
- Employer (optional)
- Industry
- Annual Income (optional)
- Employment Status

Family Information

You may voluntarily provide information relating to:

- Parents
- Siblings
- Family Background
- Family Occupation
- Family Values
- Family Location

You should provide only information that you are authorised to disclose.

Lifestyle Information

Examples include:

- Dietary Preferences
- Smoking
- Alcohol Consumption
- Hobbies
- Interests
- Languages Known
- Personal Preferences

Horoscope Information

Where supported by the relevant Operator, you may voluntarily provide:

- Date of Birth
- Time of Birth
- Place of Birth
- Nakshatra

- Rashi
- Other horoscope-related information

This information is collected solely to support features requested by you or the Operator.

11. PROFILE PHOTOGRAPHS AND MEDIA

You may upload:

- Profile Photographs
- Additional Photographs
- Videos (where available)
- Voice Introductions (where available)
- Documents (where permitted)

These files are processed for:

- displaying your profile;
- moderation;
- identity verification;
- fraud prevention;
- image optimisation;
- backup;
- Platform security.

You remain responsible for ensuring that uploaded content is lawful and that you have the necessary rights to upload it.

12. IDENTITY VERIFICATION INFORMATION (KYC)

Identity verification is **mandatory** for creating and maintaining an active account on the Platform.

To verify your identity, Pairfect uses authorised third-party identity verification providers, including providers such as **SurePass**, through lawful verification mechanisms such as **DigiLocker** or other approved government-authorised systems.

During the verification process, information required to complete verification may be securely transmitted to the verification provider.

Pairffect intentionally does not store:

- Aadhaar Number;
- Aadhaar XML;
- Aadhaar image.

Instead, following successful verification, Pairffect may retain only the minimum information reasonably necessary for operating the Platform, including:

- Verified Name;
- Verified Date of Birth;
- Verified Photograph;
- Verification Status;
- Verification Date and Time;
- Verification Provider;
- Verification Reference Number or Transaction Identifier (where applicable).

This approach follows the principle of data minimisation and reduces the amount of identity information retained by the Platform.

13. MOBILE NUMBER VERIFICATION

To protect the integrity of the Platform and reduce fraudulent registrations, Pairffect verifies your mobile number using a One-Time Password (OTP).

During this process we may process:

- Mobile Number;
- OTP Verification Status;
- Verification Timestamp;
- Verification Metadata.

The OTP itself is used only for verification and is not retained as part of your permanent account records.

14. EMAIL ADDRESS VERIFICATION

Pairffect verifies your email address using an email verification link, verification code, or OTP.

For this purpose we may process:

- Email Address;
- Verification Status;

- Verification Timestamp;
- Verification Metadata.

Verification of your email address helps us:

- secure your account;
 - recover your account;
 - prevent fake registrations;
 - deliver important service communications.
-

15. PAYMENT INFORMATION

Depending upon the applicable commercial model, Pairfect may collect payment-related information including:

- Membership Plan;
- Payment Amount;
- Transaction Identifier;
- Payment Status;
- Payment Date;
- Invoice Number;
- Tax Information;
- Refund Status;
- Payment Gateway Reference;
- Subscription Status.

For security reasons, Pairfect does **not** intentionally store complete debit card numbers, credit card numbers, CVV numbers, UPI PINs, internet banking passwords, or similar financial credentials.

Payment card information is processed by authorised payment service providers in accordance with their own privacy and security standards.

16. COMMUNICATION INFORMATION

When you communicate through the Platform, we may process information including:

- Messages sent through the Platform;
- Expressions of Interest;
- Chat Content (where available);
- Customer Support Requests;
- Feedback;
- Complaints;
- Abuse Reports;

- Communication Preferences.

Communications may be retained where reasonably necessary for:

- customer support;
 - fraud prevention;
 - abuse investigation;
 - legal compliance;
 - dispute resolution.
-

17. DEVICE AND TECHNICAL INFORMATION

When you access the Platform, certain technical information may be collected automatically, including:

- IP Address;
- Device Type;
- Device Model;
- Operating System;
- Browser Type;
- Browser Version;
- Screen Resolution;
- Time Zone;
- Language Settings;
- Device Identifiers;
- Application Version;
- Crash Reports;
- Diagnostic Logs.

This information helps us maintain security, improve performance, and diagnose technical issues.

18. USAGE INFORMATION

We may collect information regarding how you use the Platform, including:

- Login Activity;
- Session Duration;
- Features Used;
- Search Activity;
- Profile Views;
- Click Activity;

- Membership Purchases;
- AI Feature Usage;
- Notification Preferences;
- Account Settings.

Usage information helps us understand how the Platform is used and identify opportunities for improvement.

19. LOCATION INFORMATION

We may process approximate location information derived from:

- IP Address;
- City;
- State;
- Country.

If you grant permission through your device, we may also process more precise location information where required for specific Platform features.

You may disable precise location permissions through your device settings, although some location-dependent features may no longer function.

20. INFORMATION GENERATED BY ARTIFICIAL INTELLIGENCE

When you use AI-powered features, the Platform may generate information such as:

- AI-generated profile summaries;
- AI-assisted profile descriptions;
- AI-generated recommendations;
- AI-generated translations;
- AI-generated communication suggestions;
- AI-generated compatibility insights;
- Fraud detection indicators;
- Moderation classifications.

Such information is generated to improve Platform functionality and may be used to enhance the accuracy and safety of our Services.

21. INFORMATION WE DO NOT INTENTIONALLY COLLECT

Unless expressly required for a specific feature or legal obligation, Pairffect does **not intentionally collect or store**:

- Aadhaar Number;
- Aadhaar XML;
- Aadhaar Image;
- Credit Card Number;
- Debit Card Number;
- CVV;
- UPI PIN;
- Internet Banking Password;
- Email Password;
- Device Password;
- Biometric Templates (except the verified photograph received during KYC, where applicable);
- OTP values after successful verification.

If any such information is inadvertently received, Pairffect will take reasonable steps to securely delete or redact it where practicable and consistent with legal obligations.

PART III – HOW WE COLLECT YOUR INFORMATION

22. OVERVIEW

Pairffect collects personal information through various lawful methods depending upon the Services you use, the permissions you grant, and the interactions you have with the Platform.

Information may be collected:

- directly from you;
- automatically through your use of the Platform;
- from the relevant Operator;
- through identity verification providers;
- through payment service providers;
- through communication service providers;
- through cookies and similar technologies;
- from publicly available sources where permitted by law;

- and from other authorised third-party service providers engaged by Pairffect.

We strive to collect only the minimum information reasonably necessary for the purposes described in this Privacy Policy.

23. INFORMATION PROVIDED DIRECTLY BY YOU

Most personal information processed by Pairffect is provided directly by you.

Examples include:

- creating an account;
- completing your profile;
- uploading photographs;
- uploading documents;
- providing family information;
- selecting matrimonial preferences;
- submitting identity verification requests;
- purchasing memberships;
- contacting customer support;
- submitting feedback;
- reporting abuse;
- participating in surveys or promotions.

You are responsible for ensuring that information you provide is accurate, complete, and lawful.

24. INFORMATION PROVIDED BY THE RELEVANT OPERATOR

Where you use a matrimonial service operated by an Operator, the Operator may collect information from you and transmit it to Pairffect for the purpose of operating the Platform.

Such information may include:

- registration details;
- profile information;
- membership status;
- moderation decisions;
- account status;
- customer support information;

- and other information necessary for providing the Services.

Operators are independent entities and remain responsible for their own collection and processing of personal information in accordance with applicable law.

25. INFORMATION COLLECTED DURING IDENTITY VERIFICATION

Identity verification is a mandatory requirement for creating and maintaining an active account on the Platform.

When you initiate identity verification:

- the required verification information is securely transmitted to Pairffect's authorised identity verification provider;
- the verification provider performs identity verification using lawful mechanisms, including DigiLocker or other approved government-authorised verification systems, where applicable;
- Pairffect receives the verification response and stores only the minimum verification information necessary for operating the Platform.

Pairffect intentionally does **not** retain your Aadhaar number or Aadhaar XML as part of this verification process.

26. INFORMATION COLLECTED DURING EMAIL VERIFICATION

When you register an email address, Pairffect sends a verification email or One-Time Password (OTP) to confirm that the email address belongs to you.

During this process we may collect:

- email verification status;
- verification timestamp;
- verification metadata;
- delivery status;
- verification attempts.

This information helps secure your account and reduce fraudulent registrations.

27. INFORMATION COLLECTED DURING MOBILE NUMBER VERIFICATION

To verify your mobile number, Pairfect sends a One-Time Password (OTP) through authorised communication service providers.

During this process we may collect:

- mobile number;
- verification status;
- verification timestamp;
- delivery status;
- verification attempts;
- communication metadata.

OTP values are used solely for verification and are not intentionally retained after successful verification.

28. INFORMATION COLLECTED DURING PAYMENT TRANSACTIONS

Where Pairfect provides paid membership plans directly to End Users, payment information is collected through authorised payment gateways and financial institutions.

Payment-related information may include:

- payment status;
- transaction reference number;
- payment gateway reference;
- invoice details;
- membership plan;
- payment amount;
- tax information;
- refund status.

Sensitive financial credentials such as complete card numbers, CVV values, UPI PINs, and internet banking passwords are processed by authorised payment providers and are not intentionally stored by Pairfect.

Where the relevant Operator manages payments directly, Pairfect may receive limited payment status information necessary for enabling or disabling Platform features.

29. INFORMATION COLLECTED THROUGH COMMUNICATIONS

When you communicate using the Platform, Pairffect may process information relating to:

- messages;
- expressions of interest;
- customer support requests;
- complaints;
- abuse reports;
- feedback;
- feature requests;
- surveys.

Some communications may be reviewed manually or automatically for fraud prevention, abuse detection, security monitoring, or customer support purposes.

30. INFORMATION COLLECTED AUTOMATICALLY

When you access the Platform, certain information is collected automatically through your device and browser.

This may include:

- IP address;
- browser type;
- browser version;
- operating system;
- device type;
- application version;
- referring website;
- pages visited;
- date and time of access;
- session duration;
- crash logs;
- diagnostic information;
- security logs.

Automatic collection helps us:

- maintain Platform security;

- detect fraud;
 - improve performance;
 - troubleshoot technical issues;
 - analyse Platform usage.
-

31. INFORMATION COLLECTED THROUGH COOKIES AND SIMILAR TECHNOLOGIES

The Platform uses cookies and similar technologies to:

- remember login sessions;
- maintain security;
- personalise user experience;
- remember preferences;
- analyse usage;
- improve performance;
- support authentication.

Further details regarding cookies are available in the Pairffect Cookie Policy.

32. INFORMATION GENERATED THROUGH YOUR USE OF THE PLATFORM

Certain information is generated automatically as you use the Platform.

Examples include:

- login history;
- profile completion percentage;
- profile visibility statistics;
- search history;
- feature usage;
- AI feature interactions;
- membership history;
- notification history;
- account activity logs;
- moderation history;
- fraud detection indicators.

Such information helps us operate, secure, and improve the Platform.

33. INFORMATION GENERATED BY ARTIFICIAL INTELLIGENCE

When AI-powered features are used, Pairffect may process the information you provide in order to generate outputs such as:

- profile summaries;
- profile improvement suggestions;
- communication suggestions;
- compatibility recommendations;
- translations;
- moderation classifications;
- fraud risk indicators.

AI-generated outputs are based on the information available at the time of processing and should not be considered factual verification.

34. INFORMATION FROM THIRD-PARTY SERVICE PROVIDERS

Pairffect may receive limited information from third-party service providers engaged to support the Platform, including:

- identity verification providers;
- payment gateways;
- communication providers;
- cloud hosting providers;
- analytics providers;
- fraud prevention providers;
- customer support providers.

Such information is processed only where reasonably necessary for providing the Platform, improving security, preventing fraud, or complying with applicable law.

35. INFORMATION FROM PUBLICLY AVAILABLE SOURCES

Where permitted by applicable law and reasonably necessary for fraud prevention, legal compliance, or dispute resolution, Pairffect may verify certain information using publicly available sources.

Pairffect does not routinely collect personal information from public sources for profiling or marketing purposes.

36. INFORMATION RELATING TO THIRD PARTIES

You may voluntarily provide information relating to family members, guardians, referees, or other individuals as part of your matrimonial profile.

By providing such information, you represent that:

- you are authorised to disclose it;
- the information is accurate to the best of your knowledge;
- your disclosure does not violate applicable law or the rights of any other person.

Pairffect expects Members to exercise care and disclose only information reasonably necessary for matrimonial purposes.

37. MINIMUM NECESSARY COLLECTION

Pairffect is committed to the principle of data minimisation.

Wherever reasonably practicable, we seek to collect only the minimum amount of personal information necessary to:

- provide the Platform;
- verify identity;
- secure user accounts;
- facilitate matrimonial services;
- comply with legal obligations;
- prevent fraud;
- improve Platform functionality.

If additional information is requested for a particular feature, the reason for requesting such information will be communicated where appropriate.

PART IV – HOW WE USE YOUR INFORMATION

38. OVERVIEW

Pairfffect processes personal information only for lawful, legitimate, and clearly defined purposes connected with providing the Platform, fulfilling contractual obligations, protecting Members, improving our Services, and complying with applicable law.

We do not process personal information for purposes that are incompatible with those described in this Privacy Policy unless otherwise permitted by applicable law or with your consent where required.

39. ACCOUNT CREATION AND MANAGEMENT

We use your personal information to:

- create your account;
- authenticate your identity;
- verify your email address;
- verify your mobile number;
- enable secure login;
- maintain your profile;
- manage account settings;
- recover your account;
- provide customer support;
- prevent duplicate registrations.

Without this information, we may be unable to provide the core functionality of the Platform.

40. IDENTITY VERIFICATION (KYC)

Identity verification is mandatory for all Members.

We process identity verification information to:

- confirm your identity;

- reduce fake profiles;
- improve trust among Members;
- prevent identity fraud;
- comply with legal obligations where applicable;
- maintain the integrity of the Platform.

Pairffect performs identity verification using authorised third-party verification providers, including providers such as **SurePass**, through lawful verification mechanisms including **DigiLocker** or other approved government-authorised systems, where applicable.

Following successful verification, Pairffect retains only the minimum verification information reasonably necessary to operate the Platform and intentionally does **not** retain the Aadhaar number or Aadhaar XML.

41. PROVIDING MATRIMONIAL SERVICES

We process your information to enable the core functionality of the Platform, including:

- creating your matrimonial profile;
- displaying your profile in accordance with your privacy settings;
- allowing other eligible Members to discover your profile;
- enabling profile searches;
- facilitating expressions of interest;
- enabling communication between Members;
- managing profile visibility;
- supporting Operator-specific features.

The primary purpose of processing this information is to facilitate matrimonial introductions through the Platform.

42. MATCH RECOMMENDATIONS

We process profile information to generate profile recommendations using automated systems and, where applicable, artificial intelligence.

Factors considered may include:

- age preferences;
- location;
- religion;
- community;
- language;

- education;
- occupation;
- profile completeness;
- user preferences;
- activity levels;
- and other relevant criteria.

Recommendations are intended to improve discovery and do not constitute endorsements or guarantees.

43. AI-POWERED FEATURES

Where AI-powered features are available, we process relevant information to provide services including:

- profile summaries;
- profile improvement suggestions;
- communication assistance;
- translation;
- compatibility insights;
- recommendation engines;
- fraud detection;
- moderation assistance;
- search optimisation.

AI-generated outputs are intended solely to assist Members and should not be relied upon as factual verification or professional advice.

44. PLATFORM SECURITY

We process personal information to:

- detect unauthorised access;
- prevent account compromise;
- identify suspicious activity;
- investigate security incidents;
- protect Platform infrastructure;
- detect automated attacks;
- monitor system integrity;
- prevent abuse.

Security processing is essential to maintaining a safe and reliable Platform.

45. FRAUD PREVENTION

We process information to detect and prevent:

- fake profiles;
- identity theft;
- duplicate accounts;
- romance scams;
- payment fraud;
- account takeover;
- abuse of Platform features;
- policy violations;
- other fraudulent or unlawful activities.

Fraud prevention may involve a combination of automated systems and manual review.

46. COMMUNICATIONS

We process your contact information to send:

Service Communications

- OTPs;
- account verification;
- password resets;
- security alerts;
- login notifications;
- profile approval or rejection;
- identity verification updates;
- payment confirmations;
- invoices;
- refund notifications;
- customer support responses.

These communications are necessary for operating your account and generally cannot be disabled while your account remains active.

Informational Communications

Where permitted by applicable law, we may also send:

- product updates;
- feature announcements;
- newsletters;
- educational content;
- service improvements;

- promotional communications.

You may opt out of promotional communications where an opt-out mechanism is provided, but you will continue to receive essential service-related communications.

47. MEMBERSHIP MANAGEMENT

Where Pairfect provides membership plans directly to End Users, we process information to:

- manage memberships;
- process payments;
- generate invoices;
- calculate taxes;
- process refunds;
- manage subscriptions;
- investigate payment disputes;
- prevent payment fraud;
- maintain financial records.

Where the relevant Operator manages memberships directly, Pairfect processes only the information reasonably necessary to enable the corresponding Platform functionality.

48. CUSTOMER SUPPORT

We process information provided during customer support interactions to:

- respond to enquiries;
- investigate technical issues;
- resolve complaints;
- assist with account recovery;
- improve support quality;
- identify recurring problems;
- enhance user experience.

Customer support communications may be retained for quality assurance, training, fraud prevention, and dispute resolution.

49. ANALYTICS AND PLATFORM IMPROVEMENT

We process usage information to:

- understand how the Platform is used;
- improve usability;
- identify performance issues;
- optimise search functionality;
- improve recommendation systems;
- enhance artificial intelligence models;
- measure feature adoption;
- improve system reliability.

Where reasonably practicable, analytics may use aggregated or de-identified information.

50. LEGAL AND REGULATORY COMPLIANCE

We may process personal information where reasonably necessary to:

- comply with applicable law;
 - comply with court orders;
 - respond to lawful governmental requests;
 - satisfy regulatory requirements;
 - maintain accounting records;
 - comply with tax obligations;
 - investigate legal claims;
 - establish, exercise, or defend legal rights.
-

51. ENFORCEMENT OF OUR TERMS

We process personal information where reasonably necessary to:

- investigate violations of the Terms of Use;
 - enforce Platform policies;
 - protect Pairffect's legal rights;
 - protect other Members;
 - detect abuse;
 - investigate complaints;
 - prevent repeat violations.
-

52. BUSINESS OPERATIONS

We may process information for legitimate internal business purposes including:

- financial reporting;
- auditing;
- risk management;
- service administration;
- system monitoring;
- backup management;
- disaster recovery;
- business continuity planning.

Where possible, we seek to minimise the use of directly identifiable information for internal operational purposes.

53. RESEARCH AND SERVICE IMPROVEMENT

We may use aggregated, anonymised, or de-identified information to:

- understand user behaviour;
- improve Platform features;
- enhance AI systems;
- develop new services;
- improve fraud detection;
- improve security;
- conduct internal research.

We do not attempt to re-identify anonymised information except where required or permitted by law.

54. CHANGE OF PURPOSE

If Pairffect intends to process your personal information for a purpose that is materially different from those described in this Privacy Policy, we will provide an updated privacy notice or obtain any consent required under applicable law before commencing such processing.

PART V – LEGAL BASIS FOR PROCESSING AND YOUR CONSENT

55. OUR COMMITMENT TO LAWFUL PROCESSING

Pairffect processes personal information only where there is a lawful basis to do so under applicable law.

We strive to ensure that all processing activities are:

- fair;
- transparent;
- proportionate;
- necessary for the stated purpose;
- limited to the minimum information reasonably required; and
- carried out in accordance with applicable legal obligations.

56. PROCESSING NECESSARY TO PROVIDE THE PLATFORM

Certain processing activities are essential for providing the Platform and cannot reasonably be separated from the Services.

These activities include:

- account registration;
- account authentication;
- email verification;
- mobile number verification;
- mandatory identity verification (KYC);
- profile creation;
- profile management;
- profile discovery;
- communications between Members;
- fraud prevention;
- Platform security;
- customer support;
- payment processing (where applicable).

Without such processing, Pairffect may be unable to provide the core functionality of the Platform.

57. YOUR CONSENT

By creating an account, accessing the Platform, or using our Services, you acknowledge that you have read this Privacy Policy and understand how your personal information will be processed.

Where applicable law requires your consent for a particular processing activity, Pairffect will seek such consent through appropriate electronic means before commencing that activity.

Examples may include:

- receiving promotional communications;
 - enabling optional Platform features;
 - granting device permissions;
 - participating in surveys;
 - any other processing requiring consent under applicable law.
-

58. MANDATORY INFORMATION

Certain information is mandatory because it is essential for operating the Platform securely and responsibly.

Mandatory information includes, where applicable:

- Full Name;
- Date of Birth;
- Mobile Number;
- Email Address;
- Identity Verification (KYC);
- Verified Identity Information;
- information required to process membership payments (where Pairffect is the seller).

Failure to provide mandatory information may prevent Pairffect from:

- creating your account;
 - verifying your identity;
 - enabling Platform features;
 - providing membership services;
 - maintaining an active account.
-

59. OPTIONAL INFORMATION

Certain information is entirely optional and is provided at your discretion.

Examples may include:

- hobbies;
- interests;
- profile biography;
- additional photographs;
- lifestyle preferences;
- family information beyond mandatory fields;
- horoscope information (where not required by the Operator);
- social media links (where supported);
- profile videos or voice introductions (where available).

Choosing not to provide optional information may reduce the effectiveness of certain Platform features but will not generally prevent you from maintaining an account.

60. WITHDRAWAL OF CONSENT

Where processing is based on your consent and applicable law permits withdrawal, you may withdraw your consent at any time by using the available account settings or by contacting Pairffect.

Withdrawal of consent:

- will not affect the lawfulness of processing carried out before withdrawal;
- may affect the availability of certain optional features;
- does not apply to processing that remains necessary for legal compliance, fraud prevention, dispute resolution, or other lawful purposes.

If withdrawal of consent makes it impossible for Pairffect to provide the core Services, your account may be suspended or closed after appropriate notice where reasonably practicable.

61. DEVICE PERMISSIONS

Depending upon the Platform features you choose to use, Pairffect may request permission to access certain device capabilities.

These may include:

- Camera (for profile photographs or identity verification);
- Photo Library or Gallery (to upload photographs);
- Microphone (for voice introductions, where available);
- Storage (to upload permitted files);
- Notifications (to receive alerts and updates);
- Location (where location-based features are available).

You may manage these permissions through your device settings.

Disabling certain permissions may limit the functionality of corresponding Platform features.

62. MARKETING COMMUNICATIONS

Where permitted by applicable law, Pairfect may send information relating to:

- new Platform features;
- service enhancements;
- promotional campaigns;
- newsletters;
- educational content;
- special offers.

You may unsubscribe from marketing communications at any time by:

- using the unsubscribe link included in the communication;
- updating your account preferences;
- contacting customer support.

Even if you opt out of marketing communications, Pairfect may continue to send essential service-related communications.

63. ESSENTIAL SERVICE COMMUNICATIONS

Certain communications are necessary for the secure operation of your account and cannot ordinarily be disabled while your account remains active.

These include:

- OTPs;
- login alerts;
- password reset messages;
- identity verification updates;
- payment confirmations;
- invoices;
- refund notifications;
- security alerts;
- account suspension notices;
- legal notices;
- updates relating to your account.

Such communications are considered part of the Services.

64. CHILDREN'S PRIVACY

The Platform is intended exclusively for individuals who are at least eighteen (18) years of age and legally eligible to use matrimonial services.

Pairffect does not knowingly permit individuals below the age of eighteen (18) years to create accounts.

If Pairffect becomes aware that personal information relating to a child has been processed in violation of this policy, we will take reasonable steps to:

- suspend the account;
- investigate the matter;
- remove the information where appropriate and permitted by law.

Parents or legal guardians who believe that a child has improperly registered may contact Pairffect using the contact details provided in this Privacy Policy.

65. FAIR AND RESPONSIBLE PROCESSING

Pairffect is committed to processing personal information responsibly.

Accordingly, we endeavour to:

- collect only information reasonably necessary for the stated purpose;
 - avoid excessive or unnecessary collection;
 - maintain reasonable data quality;
 - protect information using appropriate technical and organisational safeguards;
 - periodically review our processing activities;
 - update our practices as technology and legal requirements evolve.
-

PART VI – DATA SHARING AND THIRD-PARTY SERVICE PROVIDERS

66. OUR APPROACH TO DATA SHARING

Pairfffect treats your personal information as confidential.

We do **not** sell your personal information to third parties.

We share personal information only where reasonably necessary to:

- provide the Platform;
- operate requested Services;
- fulfil contractual obligations;
- process membership payments;
- facilitate identity verification;
- enable communications;
- maintain Platform security;
- prevent fraud;
- comply with legal obligations;
- protect the rights, safety, or property of Pairfffect, Operators, Members, or others.

All sharing is carried out in accordance with applicable law and this Privacy Policy.

67. SHARING WITH OPERATORS

Pairfffect is a technology platform used by independent Operators to provide matrimonial services.

Accordingly, personal information relating to your account may be shared with the Operator whose service you have joined where reasonably necessary to:

- create and manage your account;
- operate the matrimonial service;
- moderate profiles;
- manage memberships;
- provide customer support;
- investigate complaints;
- verify information;
- comply with legal obligations.

Operators are independent organisations and are responsible for processing personal information under their own legal obligations and privacy practices.

68. SHARING WITH AUTHORISED SERVICE PROVIDERS

Pairffect engages authorised third-party service providers to assist in operating the Platform.

Depending on the Services you use, personal information may be processed by providers offering services such as:

- identity verification;
- payment processing;
- payment settlement;
- communication delivery (including email, SMS, push notifications, and messaging platforms);
- cloud hosting;
- content delivery;
- file storage;
- customer support;
- fraud prevention;
- cybersecurity;
- analytics;
- artificial intelligence;
- system monitoring;
- backup and disaster recovery.

These providers are engaged only for legitimate business purposes and are authorised to process personal information only to the extent reasonably necessary to provide their services.

69. PAYMENT PROCESSING

Where Pairffect directly provides membership plans, payment-related information may be shared with authorised payment service providers for purposes including:

- payment authorisation;
- payment processing;
- fraud prevention;
- tax compliance;
- refund processing;
- chargeback management;
- financial reconciliation.

Pairffect does not intentionally store complete payment card numbers, CVV values, UPI PINs, internet banking passwords, or similar financial credentials.

70. IDENTITY VERIFICATION

Identity verification is mandatory for Members.

For this purpose, Pairffect may securely share the information reasonably necessary to complete verification with authorised identity verification service providers.

Verification may be performed through DigiLocker, government-authorised verification mechanisms, or other lawful identity verification systems, as applicable.

Following successful verification, Pairffect retains only the minimum verification information reasonably necessary for operating the Platform and does not intentionally retain the Aadhaar number or Aadhaar XML.

71. COMMUNICATION SERVICE PROVIDERS

To operate the Platform, Pairffect may use authorised communication service providers to deliver:

- One-Time Passwords (OTPs);
- account verification messages;
- login alerts;
- password reset communications;
- payment confirmations;
- invoices;
- customer support responses;
- security notifications;
- service announcements;
- marketing communications (where permitted).

Only the information reasonably necessary to deliver the communication is shared.

72. ARTIFICIAL INTELLIGENCE SERVICES

Where AI-powered features are available, Pairffect may use authorised artificial intelligence service providers to process information required for features such as:

- profile summaries;
- translation;

- recommendation assistance;
- moderation assistance;
- communication assistance;
- fraud detection;
- search enhancement.

Pairffect seeks to ensure that only the information reasonably necessary for the requested AI feature is processed.

73. ANALYTICS AND PERFORMANCE MONITORING

Pairffect may share limited technical and usage information with authorised analytics and monitoring providers for purposes including:

- understanding Platform performance;
- identifying technical issues;
- improving user experience;
- monitoring reliability;
- analysing feature usage;
- enhancing Platform security.

Where reasonably practicable, analytics information is aggregated or de-identified.

74. BUSINESS TRANSFERS

If Pairffect undergoes:

- a merger;
- acquisition;
- corporate restructuring;
- sale of assets;
- investment transaction;
- or other business reorganisation,

personal information may be transferred to the successor entity as part of that transaction, subject to applicable law.

The successor entity will be required to honour the commitments made in this Privacy Policy unless a revised privacy notice is provided where required by law.

75. LEGAL DISCLOSURES

Pairffect may disclose personal information where reasonably necessary to:

- comply with applicable law;
- comply with court orders;
- respond to lawful governmental requests;
- comply with regulatory requirements;
- establish, exercise, or defend legal rights;
- investigate fraud;
- investigate abuse;
- protect Members;
- protect Pairffect;
- prevent imminent harm.

Such disclosures will be limited to the information reasonably necessary for the relevant purpose.

76. INTERNATIONAL DATA PROCESSING

Pairffect or its authorised service providers may process or store personal information in jurisdictions outside India where operationally necessary.

Where such processing occurs, Pairffect will take reasonable contractual, technical, and organisational measures designed to ensure that personal information continues to receive an appropriate level of protection consistent with applicable law.

77. WE DO NOT SELL PERSONAL INFORMATION

Pairffect does **not** sell, rent, or trade your personal information to third parties for monetary consideration.

Where personal information is shared with authorised service providers, such sharing is solely for the purposes described in this Privacy Policy and does not constitute a sale of personal information.

78. DATA MINIMISATION WHEN SHARING

Whenever Pairfect shares personal information with authorised third parties, we seek to ensure that only the minimum amount of information reasonably necessary for the relevant purpose is disclosed.

Where appropriate, we may use:

- pseudonymisation;
- encryption;
- secure transmission methods;
- contractual safeguards;
- access controls;
- audit mechanisms;

to help protect personal information during such processing.

PART VII – DATA RETENTION, SECURITY AND ACCOUNT DELETION

79. OUR APPROACH TO DATA RETENTION

Pairfect retains personal information only for as long as reasonably necessary to:

- provide the Platform;
- maintain your account;
- fulfil contractual obligations;
- provide customer support;
- prevent fraud;
- investigate abuse;
- resolve disputes;
- comply with applicable law;
- maintain financial and accounting records;
- enforce our legal rights;
- protect the security and integrity of the Platform.

When personal information is no longer required for these purposes, it will be deleted, anonymised, or irreversibly de-identified, unless continued retention is required or permitted by applicable law.

80. ACCOUNT INFORMATION

Information relating to your account may be retained while your account remains active.

This may include:

- registration information;
- profile information;
- membership status;
- account preferences;
- verification status;
- communication preferences;
- login history;
- account activity records.

If your account becomes inactive or is deleted, certain information may continue to be retained for the purposes described in this Privacy Policy.

81. IDENTITY VERIFICATION RECORDS

Identity verification records may be retained for as long as reasonably necessary to:

- demonstrate that verification was completed;
- prevent fraudulent re-registration;
- investigate abuse;
- comply with legal obligations;
- resolve disputes;
- protect the integrity of the Platform.

Pairfffect intentionally does **not** retain Aadhaar numbers or Aadhaar XML as part of its identity verification process.

Where retained, verification records may include only:

- verified name;
- verified date of birth;
- verified photograph;
- verification status;

- verification timestamp;
 - verification metadata.
-

82. PAYMENT RECORDS

Where Pairffect directly provides membership plans, payment-related records may be retained for:

- accounting purposes;
- taxation;
- audit requirements;
- refund processing;
- chargeback management;
- fraud prevention;
- legal compliance.

Financial records may be retained for the period required under applicable tax, accounting, and other legal requirements.

83. COMMUNICATION RECORDS

Customer support requests, complaints, abuse reports, and other communications may be retained for as long as reasonably necessary to:

- resolve disputes;
- investigate abuse;
- improve customer support;
- comply with legal obligations;
- establish, exercise, or defend legal claims.

Routine service communications such as OTP messages are generally retained only for the period reasonably necessary to operate the verification process and maintain appropriate audit records.

84. LOGS AND TECHNICAL RECORDS

Technical logs may be retained for purposes including:

- Platform security;
- fraud prevention;
- troubleshooting;

- performance monitoring;
- disaster recovery;
- legal compliance;
- audit requirements.

Retention periods for technical logs may vary depending upon the nature of the information and operational requirements.

85. ACCOUNT DELETION

You may request deletion of your account through the procedures made available by Pairffect or the relevant Operator.

Following receipt of a valid deletion request, Pairffect will take reasonable steps to:

- deactivate your account;
- remove your profile from public visibility;
- stop processing your personal information for purposes that are no longer applicable;
- delete or anonymise personal information where appropriate.

Deletion requests remain subject to:

- applicable legal obligations;
 - fraud prevention requirements;
 - ongoing investigations;
 - court orders;
 - regulatory requirements;
 - legitimate business record retention.
-

86. EFFECT OF ACCOUNT DELETION

Deletion of your account does not necessarily result in the immediate deletion of all information.

Certain information may continue to be retained where reasonably necessary to:

- comply with legal obligations;
- resolve disputes;
- prevent fraud;
- enforce contractual rights;
- maintain financial records;
- protect Platform security;
- maintain backup and disaster recovery systems.

Such retained information will continue to be protected in accordance with this Privacy Policy.

87. BACKUPS

To support business continuity and disaster recovery, Pairfect maintains secure backup systems.

Personal information contained within backups may remain available until backup media is overwritten or securely deleted in accordance with our operational retention practices.

Backup copies are not ordinarily used for routine operational purposes except where necessary to restore Platform functionality.

88. INFORMATION THAT CANNOT BE IMMEDIATELY REMOVED

Certain categories of information may not be capable of immediate deletion due to technical or legal reasons.

Examples include:

- financial records;
- audit records;
- security logs;
- fraud investigation records;
- information preserved pursuant to legal obligations;
- information contained within secure backups pending scheduled deletion.

Where such retention is necessary, Pairfect will continue to protect the retained information in accordance with this Privacy Policy.

89. SECURITY MEASURES

Pairfect implements reasonable technical and organisational measures designed to protect personal information against unauthorised access, alteration, disclosure, destruction, or accidental loss.

Such measures may include:

- encryption of data in transit using industry-standard protocols;
- encryption of sensitive data at rest where appropriate;
- secure password hashing;
- role-based access controls;
- multi-factor authentication for administrative access, where implemented;
- security monitoring;
- audit logging;
- vulnerability management;
- backup and disaster recovery procedures;
- network and infrastructure security controls.

Security measures are reviewed periodically and may evolve as technology and risks change.

90. ACCESS CONTROL

Access to personal information is restricted to authorised personnel, contractors, and service providers who require such access for legitimate business purposes.

Such access is granted in accordance with the principle of least privilege and is subject to appropriate confidentiality obligations.

91. SECURITY INCIDENTS

If Pairfect becomes aware of a security incident affecting personal information, we will investigate the matter and take appropriate measures to:

- contain the incident;
 - assess its impact;
 - restore affected systems;
 - reduce the likelihood of recurrence;
 - comply with applicable legal and regulatory obligations regarding notifications.
-

92. YOUR ROLE IN PROTECTING YOUR ACCOUNT

Security is a shared responsibility.

You can help protect your account by:

- choosing a strong password;

- keeping your password confidential;
- not sharing OTPs;
- keeping your contact information up to date;
- logging out of shared devices;
- promptly reporting suspected unauthorised access;
- notifying us if you believe your account has been compromised.

Pairffect will never ask you to disclose your password, OTP, UPI PIN, or similar authentication credentials through unsolicited communications.

93. CONTINUOUS IMPROVEMENT

Pairffect regularly reviews and enhances its security, retention, and privacy practices to address evolving technologies, emerging threats, and changes in applicable law.

While we strive to protect personal information using appropriate safeguards, no system connected to the internet can be guaranteed to be completely secure.

PART VIII – YOUR RIGHTS AND CHOICES

94. OUR COMMITMENT TO YOUR RIGHTS

Pairffect is committed to respecting your rights in relation to your personal information in accordance with applicable law.

Subject to applicable legal requirements and reasonable identity verification, you may exercise the rights described in this Part.

Certain requests may be limited where necessary to:

- comply with applicable law;
- protect the rights of other individuals;
- maintain Platform security;
- prevent fraud;
- protect confidential information;
- fulfil contractual obligations;
- preserve records required by law.

95. RIGHT TO ACCESS YOUR INFORMATION

Subject to applicable law, you may request access to the personal information that Pairffect processes about you.

Where permitted, you may request information regarding:

- the categories of personal information processed;
- the purposes of processing;
- the categories of recipients with whom information has been shared;
- the source of the information, where reasonably available;
- other information required by applicable law.

To protect the privacy of other Members and the security of the Platform, certain information may not be disclosed.

96. RIGHT TO CORRECT YOUR INFORMATION

You are responsible for keeping your information accurate and up to date.

You may:

- update your profile;
- correct inaccurate information;
- modify contact details;
- update matrimonial preferences;
- update profile photographs;
- update other permitted profile information.

Certain verified information, including identity verification records, may require additional verification before changes can be made.

97. RIGHT TO REQUEST DELETION

Subject to applicable law, you may request deletion of your personal information.

Upon receiving a valid request, Pairffect will take reasonable steps to:

- delete personal information that is no longer required;
- anonymise information where appropriate;
- stop processing information where continued processing is no longer necessary.

Certain information may continue to be retained where required for:

- legal compliance;
- fraud prevention;
- dispute resolution;
- financial record keeping;
- Platform security;
- enforcement of legal rights;
- backup and disaster recovery.

98. RIGHT TO WITHDRAW CONSENT

Where processing is based on your consent and applicable law permits, you may withdraw your consent at any time.

Withdrawal of consent:

- does not affect processing carried out before withdrawal;
- may affect the availability of optional Platform features;
- may result in suspension or closure of your account where continued processing is necessary for providing the core Services.

Mandatory processing necessary for account operation, identity verification, fraud prevention, or legal compliance may continue where permitted or required by applicable law.

99. RIGHT TO MANAGE COMMUNICATION PREFERENCES

You may manage certain communication preferences, including promotional communications.

You may choose to:

- unsubscribe from newsletters;
- opt out of promotional messages;
- update notification preferences;
- modify communication settings available within your account.

Essential service communications relating to:

- account security;
- identity verification;
- payments;
- legal notices;
- customer support;
- Platform operation;

cannot ordinarily be disabled while your account remains active.

100. RIGHT TO REQUEST ACCOUNT DELETION

You may request closure or deletion of your account by following the procedures made available through the Platform or by contacting customer support.

Before processing such requests, Pairffect may verify your identity to prevent unauthorised deletion requests.

Deletion requests are processed in accordance with this Privacy Policy and applicable law.

101. RIGHT TO LODGE A GRIEVANCE

If you believe that Pairffect has not processed your personal information in accordance with this Privacy Policy or applicable law, you may submit a complaint to our designated Grievance Officer.

Complaints should include, where reasonably possible:

- your name;
- contact information;
- account details;
- a description of the concern;
- any supporting information.

Pairffect will acknowledge and address grievances within the timelines prescribed by applicable law.

102. VERIFICATION OF REQUESTS

To protect the privacy and security of Members, Pairfect may verify your identity before responding to requests relating to your personal information.

Verification measures may include:

- account authentication;
- email verification;
- mobile verification;
- additional identity confirmation where reasonably necessary.

If Pairfect cannot reasonably verify your identity, we may request additional information before processing your request.

103. LIMITATIONS ON RIGHTS

Your rights under this Privacy Policy are subject to applicable law.

Pairfect may decline, limit, or defer requests where reasonably necessary to:

- comply with legal obligations;
- protect the rights of other Members;
- preserve evidence;
- investigate fraud;
- protect Platform security;
- enforce contractual rights;
- comply with court orders or regulatory directions.

Where a request cannot be fulfilled, Pairfect will, where appropriate and permitted by law, explain the reason for the decision.

104. EXERCISING YOUR RIGHTS

You may exercise your privacy rights by:

- using the privacy or account settings available on the Platform;
- contacting customer support;
- contacting the Grievance Officer using the published contact details.

To help us process requests efficiently, you should provide sufficient information to identify your account and describe the nature of your request.

105. NO DISCRIMINATION

Pairffect will not deny access to the Platform or discriminate against you solely because you have exercised a privacy right available under applicable law.

However, where a particular processing activity is essential for providing the core functionality of the Platform, the withdrawal of consent or deletion of the relevant information may make it impossible to continue providing that functionality.

In such circumstances, Pairffect may suspend or terminate the affected Services after providing appropriate notice where reasonably practicable.

PART IX – INTERNATIONAL DATA PROCESSING, POLICY CHANGES AND CONTACT INFORMATION

106. INTERNATIONAL DATA PROCESSING

Pairffect primarily processes personal information using infrastructure and service providers selected to support the secure and reliable operation of the Platform.

In certain circumstances, authorised service providers engaged by Pairffect may process or store personal information outside India.

Where such processing occurs, Pairffect will take reasonable contractual, technical, and organisational measures designed to ensure that personal information continues to receive an appropriate level of protection consistent with applicable law.

By using the Platform, you acknowledge that such processing may occur where reasonably necessary for providing the Services.

107. CHANGES TO THIS PRIVACY POLICY

Pairffect may update this Privacy Policy from time to time to reflect:

- changes in applicable law;
- regulatory requirements;
- technological developments;
- security improvements;
- new Platform features;
- changes in our business operations;
- changes in our data processing practices.

The updated Privacy Policy will be published on the Platform together with its effective date.

Where required by applicable law, Pairffect will provide additional notice of material changes through appropriate communication channels, which may include:

- email;
- in-app notifications;
- SMS;
- WhatsApp;
- announcements on the Platform;
- or other reasonable communication methods.

Your continued use of the Platform after the updated Privacy Policy becomes effective constitutes your acknowledgement of the revised Privacy Policy, except where applicable law requires a different form of consent.

108. THIRD-PARTY WEBSITES AND SERVICES

The Platform may contain links to websites, applications, or services operated by third parties.

This Privacy Policy applies only to the Pairffect Platform.

Pairffect is not responsible for the privacy practices, security measures, or content of third-party websites or services that are not owned or controlled by Pairffect.

Users are encouraged to review the privacy policies of such third-party services before providing personal information.

109. OPERATOR PRIVACY PRACTICES

Each Operator using the Pairffect Platform is an independent organisation and may maintain its own privacy policy or privacy notice.

Where you use an Operator's matrimonial service:

- the Operator may independently determine what information it collects directly from you;
- the Operator may independently communicate with you regarding its services;
- the Operator remains responsible for complying with its own legal obligations relating to personal information processed independently of Pairffect.

Nothing in this Privacy Policy limits an Operator's obligations under applicable law.

110. BUSINESS REORGANISATION

If Pairffect undergoes:

- a merger;
- acquisition;
- corporate restructuring;
- sale of assets;
- investment transaction;
- business transfer;
- insolvency proceeding; or
- other lawful corporate reorganisation,

personal information may be transferred to the successor entity as part of that transaction, subject to applicable law.

The successor entity will be required to honour the commitments described in this Privacy Policy unless a revised privacy notice is provided where required by law.

111. GRIEVANCE OFFICER

Pairffect will designate a Grievance Officer in accordance with applicable law.

The following details will be published on the Platform and updated whenever necessary:

- Name;
- Designation;
- Postal Address;
- Email Address;
- Contact Procedure.

Privacy-related grievances, requests, and complaints may be submitted using the published contact details.

Pairffect will acknowledge and respond to grievances within the timelines prescribed by applicable law.

112. CONTACT US

If you have questions regarding this Privacy Policy or our privacy practices, you may contact us using the details below.

Pairffect

Addition Solutions

Navi Mumbai, Maharashtra, India

Privacy Team

Email: privacy@pairffect.com

General Support

Email: support@pairffect.com

Website

<https://www.pairffect.com>

Updated contact details will be published on the Platform from time to time.

113. GOVERNING LAW

This Privacy Policy shall be governed by and interpreted in accordance with the laws of the Republic of India.

Nothing in this Privacy Policy limits any rights available to individuals under applicable law.

114. EFFECTIVE DATE

This Privacy Policy becomes effective on the Effective Date stated at the beginning of this document and remains in force until replaced by a revised version published by Pairffect.
