

PAIRFFFECT END USER TERMS OF USE AND SERVICE AGREEMENT

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IMPORTANT NOTICE

Please read this Agreement carefully before creating an account, accessing, or using any website, mobile application, or online service powered by Pairfffect.

By clicking "**I Agree**", "**Accept**", "**Register**", "**Continue**", or by accessing or using any Pairfffect-powered service, you acknowledge that you have read, understood, and agreed to be legally bound by this Agreement and our Privacy Policy.

If you do not agree with these Terms, you must not access or use the Platform.

These Terms constitute a legally binding agreement between you and Pairfffect.

Nothing contained in this Agreement shall affect any rights that cannot be excluded under applicable law.

PART I – GENERAL PROVISIONS

1. INTRODUCTION

Welcome to Pairfffect.

Pairfffect is a cloud-based Software-as-a-Service ("SaaS") platform developed and operated by **Addition Solutions**, Navi Mumbai, Maharashtra, India ("Pairfffect", "we", "our", or "us").

Pairfffect enables independent matrimonial organizations, marriage bureaus, community organizations, associations, trusts, social organizations, religious institutions, and other authorized operators ("Operators") to create, manage, and operate their own digital matrimonial services.

Depending on the commercial model adopted by the relevant Operator, Pairffect may also offer membership plans directly to End Users and facilitate access to premium features available through the Platform.

Pairffect provides the underlying technology platform, software infrastructure, cloud hosting, communication tools, artificial intelligence features, profile management tools, and related software services.

Pairffect is not:

- a marriage bureau;
- a matrimonial consultant;
- a marriage broker;
- a relationship counsellor;
- a dating service;
- a marriage advisor;
- a marriage guarantee service; or
- a representative of any Operator or Member.

Pairffect does not arrange marriages.

Pairffect does not recommend marriage between individuals.

Pairffect does not negotiate matrimonial alliances.

Pairffect merely provides software and technology that enables Operators and their Members to interact through a secure online platform.

All matrimonial decisions remain entirely the responsibility of the individuals involved.

2. DEFINITIONS

Unless the context otherwise requires, the following terms shall have the meanings assigned below.

2.1 Pairffect

"Pairffect" means the software platform, websites, mobile applications, APIs, backend systems, cloud services, artificial intelligence features, databases, communication services, and all associated technology developed, owned, licensed, or operated by Addition Solutions.

2.2 Operator

"Operator" means an independent organization, company, trust, society, association, marriage bureau, community organization, or other authorized entity that subscribes to Pairffect for providing matrimonial services to its own Members.

Operators are independent businesses and are **not employees, agents, representatives, partners, franchisees, or joint ventures of Pairffect.**

2.3 End User

"End User", "User", "Member", "You", or "Your" means any individual who accesses, registers with, browses, or uses an Operator's matrimonial service that is powered by Pairffect.

This includes, without limitation,

- prospective brides,
 - prospective grooms,
 - parents,
 - guardians,
 - family members,
 - relatives,
 - authorized representatives, and
 - any other individual using the Platform.
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2.4 Platform

"Platform" means all websites, mobile applications, APIs, web portals, software applications, communication systems, artificial intelligence services, cloud infrastructure, and digital services provided through Pairffect.

2.5 Services

"Services" means all software functionality offered through Pairffect including, but not limited to:

- registration,
- profile creation,
- profile management,
- search,
- recommendations,
- communication tools,
- messaging,

- notifications,
 - artificial intelligence features,
 - KYC integration,
 - document upload,
 - media upload,
 - profile verification,
 - subscription management,
 - administrative tools, and
 - any other functionality made available by Pairffect from time to time.
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2.6 Content

"Content" means all information submitted, uploaded, generated, transmitted, displayed, or stored through the Platform, including but not limited to:

- names,
 - photographs,
 - profile descriptions,
 - videos,
 - voice recordings,
 - documents,
 - KYC information,
 - identity documents,
 - messages,
 - comments,
 - preferences,
 - lifestyle information,
 - education details,
 - employment details,
 - family information,
 - horoscope information,
 - religious information,
 - community information,
 - and any other data.
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2.7 AI Services

"AI Services" means any feature powered by artificial intelligence, machine learning, large language models, recommendation systems, predictive algorithms, image processing, automated analysis, or similar technologies provided through Pairffect.

2.8 Privacy Policy

"Privacy Policy" means the Pairfect Privacy Policy published on the Platform, as amended from time to time.

2.9 Agreement

"Agreement" means these Terms of Use together with the Privacy Policy and any additional policies expressly incorporated by reference.

3. ACCEPTANCE OF THIS AGREEMENT

By accessing or using the Platform, you represent and warrant that:

- you have carefully read this Agreement;
- you understand your legal rights and obligations;
- you voluntarily agree to be legally bound by this Agreement;
- you are legally competent to enter into a binding contract under applicable law;
- all information provided by you is accurate to the best of your knowledge; and
- you will comply with this Agreement at all times.

If you are registering on behalf of another individual, including a family member or relative, you represent and warrant that you are duly authorized to do so and that you have obtained all necessary permissions and consents required under applicable law.

4. ELIGIBILITY

To use the Platform, you must satisfy all of the following conditions.

You must:

- be at least eighteen (18) years of age;
- possess the legal capacity to enter into a binding contract under applicable law;
- not be prohibited by any law from using matrimonial services;
- provide truthful, accurate, and complete information during registration;
- maintain only genuine information throughout your use of the Platform.

You must not register if:

- you are below eighteen (18) years of age;
- you are impersonating another person;
- you are using forged or fraudulent identity documents;

- your account has previously been permanently suspended by Pairffect or an Operator for serious violations;
- your use of the Platform would violate any applicable law.

Pairffect and the Operator reserve the right to request proof of eligibility at any time.

Failure to provide satisfactory evidence may result in suspension or termination of your account without prior notice.

5. NATURE OF THE SERVICES

Pairffect is solely a technology platform.

The Platform facilitates the publication of matrimonial profiles, profile discovery, communication, and related digital services between Members of an Operator's matrimonial service.

Pairffect does not guarantee:

- that you will receive any matrimonial proposal;
- that you will receive any profile views;
- that you will receive responses from other Members;
- that any recommended profile is suitable for you;
- that any introduction will result in communication;
- that communication will result in engagement;
- that engagement will result in marriage;
- that any marriage will be successful;
- that any relationship formed through the Platform will continue.

The Platform merely provides technological tools to facilitate interaction.

The success of any matrimonial alliance depends upon numerous factors entirely outside Pairffect's control, including personal compatibility, family preferences, cultural considerations, individual choices, health, financial circumstances, geographical preferences, and many other factors.

Where Pairffect offers paid memberships directly to End Users, such memberships grant access only to the software features described in the selected plan and do not constitute a promise, warranty, or guarantee of any matrimonial outcome.

Accordingly, Pairffect makes **no representation, warranty, or guarantee** regarding matrimonial outcomes.

PART II – REGISTRATION, ACCOUNT, PROFILE AND IDENTITY

6. USER REGISTRATION

To access certain features of the Platform, you must create a registered account through an Operator's matrimonial service.

During registration, you may be required to provide information including, but not limited to:

- Full Name
- Date of Birth
- Gender
- Marital Status
- Mobile Number
- Email Address
- Residential Address
- Educational Qualifications
- Occupation
- Community, Religion, Caste or other optional matrimonial preferences
- Family Information
- Profile Photograph(s)
- Identity Verification Documents (where applicable)
- Any other information reasonably required by the Operator or Pairfect.

You agree that all information submitted during registration shall be:

- accurate;
- truthful;
- complete;
- current; and
- not misleading.

You agree to promptly update your profile whenever any material information changes.

Pairfect and the Operator reserve the right to reject, suspend, or remove any registration that appears incomplete, inaccurate, fraudulent, misleading, offensive, or otherwise inconsistent with these Terms.

Registration on the Platform does not automatically entitle any individual to continued access, premium membership, or continued participation. Pairfect and the relevant Operator may suspend, reject, or terminate registrations in accordance with this Agreement and applicable policies. Acceptance of registration remains subject to the policies of the relevant Operator and these Terms.

7. ACCOUNT OWNERSHIP AND SECURITY

You are solely responsible for maintaining the confidentiality of your login credentials.

You agree to:

- keep your password confidential;
- not share your account with any other person unless expressly permitted by the Operator;
- use a strong password;
- immediately notify the Operator if you suspect unauthorized access;
- log out after using shared or public devices.

You are responsible for all activities carried out through your account unless you promptly report unauthorized access.

Pairffect shall not be responsible for losses arising from:

- weak passwords;
- password sharing;
- unauthorized use caused by your negligence;
- compromise of your email account;
- compromise of your mobile device.

8. ONE ACCOUNT POLICY

Unless expressly permitted by the relevant Operator, each individual may maintain only one active account on the Platform.

Creating multiple accounts for the purpose of:

- misleading other Members;
- avoiding suspension;
- manipulating search rankings;
- contacting the same Member repeatedly;
- impersonation; or
- any fraudulent purpose,

is strictly prohibited.

Pairffect may merge, suspend, or permanently delete duplicate accounts without prior notice.

9. PROFILE INFORMATION

Your profile represents you to other Members.

Accordingly, you agree that your profile information shall be:

- truthful;
- complete;
- current;
- respectful;
- lawful.

You must not intentionally conceal or misrepresent material facts including:

- age;
- marital status;
- educational qualifications;
- employment;
- occupation;
- income;
- religion;
- community;
- health status where disclosure is legally or contractually required;
- criminal convictions where disclosure is required by applicable law.

Nothing in this Agreement requires disclosure of information protected by law or information that you are not legally obligated to disclose. However, where information is voluntarily provided, it must be accurate and not misleading.

Pairffect does not independently verify every statement contained in user profiles.

Other Members should independently verify any information before making personal decisions.

10. PROFILE PHOTOGRAPHS AND MEDIA

You may upload photographs, videos, voice recordings, and other media to your profile.

You represent and warrant that:

- you own the content or possess all necessary rights to upload it;

- the content does not infringe any copyright, trademark, privacy, publicity, or other legal rights;
- the content is genuine and depicts the person identified in the profile unless clearly disclosed otherwise;
- the content has not been manipulated to deceive other Members.

You must not upload:

- photographs of another individual while claiming them as your own;
- AI-generated images intended to misrepresent your identity;
- morphed or misleading images;
- obscene or sexually explicit material;
- violent or hateful content;
- copyrighted material without permission;
- images containing illegal content.

Pairffect and the Operator may resize, compress, optimize, watermark, crop, or otherwise process uploaded media solely for operating, securing, and improving the Platform.

11. IDENTITY VERIFICATION (KYC)

Certain Operators may require identity verification ("Know Your Customer" or "KYC") before allowing access to specific features.

Verification may involve submission of government-issued identity documents or other information permitted under applicable law.

Verification may be performed:

- directly by the Operator;
- by Pairffect;
- by authorized third-party verification providers.

By participating in identity verification, you consent to the processing of your identity information in accordance with the Privacy Policy.

You acknowledge that successful verification:

- confirms only that the verification process has been completed based on the information and documents presented;
- does not guarantee a person's honesty, integrity, character, intentions, financial condition, marital suitability, or future conduct;
- should not be interpreted as an endorsement or recommendation by Pairffect.

Pairffect reserves the right to refuse, suspend, or revoke verification where fraudulent, altered, forged, expired, or inconsistent documents are detected or reasonably suspected.

Submission of forged, altered, stolen, or fraudulent identity documents may result in:

- immediate account suspension;
 - permanent account termination;
 - reporting to the relevant Operator;
 - reporting to competent law enforcement authorities where required or permitted by law.
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12. PROFILE REVIEW AND MODERATION

To maintain the quality and safety of the Platform, Pairffect and the Operator may review user profiles, photographs, uploaded documents, and other content.

Moderation may be performed:

- manually;
- automatically;
- using artificial intelligence tools;
- or through a combination of these methods.

Pairffect reserves the right, without prior notice, to:

- reject any profile;
- remove any photograph;
- request additional information;
- request updated documents;
- temporarily hide a profile;
- permanently remove a profile;
- suspend or terminate an account.

Moderation decisions are intended to protect the integrity of the Platform and do not constitute findings of legal liability.

13. USER CONTENT LICENCE

You retain ownership of the content you upload to the Platform.

However, by uploading any content, you grant Pairffect and the relevant Operator a worldwide, non-exclusive, royalty-free, revocable (subject to reasonable operational requirements), licence to:

- host;

- store;
- reproduce;
- display;
- transmit;
- process;
- adapt for technical compatibility;
- resize;
- compress;
- convert formats;
- generate thumbnails;
- cache; and
- otherwise use such content solely for the purpose of operating, maintaining, securing, improving, and providing the Platform and related services.

This licence terminates when your content is permanently deleted from the Platform, except to the extent that retention is required by law, for legitimate business records, backup systems, dispute resolution, fraud prevention, or compliance with legal obligations.

You remain solely responsible for the legality and accuracy of all content you upload.

14. ACCOUNT SUSPENSION PENDING REVIEW

Pairffect or the Operator may temporarily suspend your account while conducting investigations relating to:

- suspected fraud;
- fake identities;
- duplicate accounts;
- user complaints;
- policy violations;
- court orders;
- law enforcement requests;
- security incidents;
- unusual account activity.

Temporary suspension does not necessarily imply wrongdoing and may remain in effect until the investigation is completed.

Pairffect shall not be liable for any inconvenience, loss of communication, or missed matrimonial opportunities resulting from a suspension reasonably imposed for security, legal compliance, or platform integrity.

PART III – PLATFORM USAGE, MATCHING SERVICES, COMMUNICATIONS AND ARTIFICIAL INTELLIGENCE

15. HOW THE PLATFORM OPERATES

Pairffect provides a cloud-based technology platform that enables registered Members of an Operator's matrimonial service to create profiles, search for potential matrimonial prospects, communicate with other Members where permitted, and use various software features made available through the Platform.

The Platform facilitates digital interaction between Members through technology. Pairffect does not participate in, supervise, control, or influence personal decisions made by Members.

Depending upon the commercial model applicable to the relevant Operator, membership plans may be offered either by Pairffect or by the Operator. The applicable pricing, premium features, payment process, and billing arrangements will be clearly disclosed before purchase.

Pairffect is not responsible for the Operator's independent business decisions, membership policies, pricing, customer support, or contractual obligations toward its Members.

16. MATCH RECOMMENDATIONS

The Platform may recommend profiles based on information including, but not limited to:

- profile preferences;
- age;
- religion;
- community;
- caste;
- language;
- education;
- occupation;
- location;
- lifestyle choices;
- family preferences;
- horoscope preferences;
- activity on the Platform;

- profile completeness;
- verification status;
- artificial intelligence models;
- automated recommendation systems;
- and other technical factors.

The recommendation criteria may change from time to time without prior notice.

No Member has any right to demand inclusion in, or exclusion from, recommendation algorithms.

Pairffect reserves the right to improve, modify, suspend, or discontinue recommendation algorithms at any time.

17. NO GUARANTEE OF MATCHES

Pairffect makes **no representation, warranty, or guarantee** regarding the number, quality, suitability, frequency, or success of matrimonial recommendations.

Without limiting the foregoing, Pairffect does **not** guarantee that you will:

- receive any profile views;
- receive any expressions of interest;
- receive any messages;
- receive any responses;
- receive any introductions;
- receive any proposals;
- receive any compatible profiles;
- receive profiles matching your preferences;
- receive profiles from a particular community, religion, caste, region, profession, or educational background;
- receive a minimum number of matches within any period.

The availability of potential matches depends on numerous factors outside Pairffect's control, including the availability of Members, profile preferences, geographic location, profile completeness, activity levels, Operator policies, and other dynamic variables.

The absence of suitable matches shall not constitute a deficiency in service.

18. NO GUARANTEE OF MARRIAGE OR RELATIONSHIP OUTCOME

The Platform is intended solely to facilitate introductions between Members.

Pairfffect does **not** guarantee:

- engagement;
- marriage;
- successful relationships;
- long-term compatibility;
- emotional compatibility;
- family acceptance;
- personal happiness;
- marital success;
- relationship continuity;
- or any other personal outcome.

All matrimonial decisions are made voluntarily and independently by the individuals concerned and their families.

Any decision to communicate, meet, engage, marry, or otherwise interact with another Member is made entirely at your own discretion and risk.

19. NO ENDORSEMENT OF MEMBERS

Profiles displayed on the Platform should not be interpreted as recommendations or endorsements by Pairfffect.

The appearance of a profile in:

- search results;
- recommendations;
- featured sections;
- premium listings;
- AI recommendations;
- compatibility suggestions;
- recently joined sections;
- verified sections;
- or elsewhere,

does not imply that Pairfffect has verified, endorsed, approved, recommended, certified, investigated, or guaranteed that individual.

Members are solely responsible for conducting their own due diligence before relying on any information contained within a profile.

20. ARTIFICIAL INTELLIGENCE FEATURES

The Platform may include artificial intelligence ("AI") features designed to improve the user experience.

Such features may include:

- profile summaries;
- profile improvement suggestions;
- compatibility recommendations;
- communication assistance;
- message drafting;
- search optimisation;
- image enhancement;
- duplicate detection;
- fraud detection;
- translation;
- content moderation;
- automated profile analysis;
- recommendation engines;
- or other AI-powered functionality.

AI features are intended solely to assist Members.

They do not replace independent judgment.

21. AI DISCLAIMER

Artificial intelligence systems generate outputs using statistical models, machine learning, and automated processing.

Accordingly, AI-generated content may occasionally:

- contain inaccuracies;
- omit relevant information;
- misunderstand context;
- generate incorrect assumptions;
- produce biased results;
- recommend unsuitable profiles;
- fail to identify suitable profiles.

AI-generated recommendations should never be considered:

- professional advice;

- legal advice;
- psychological advice;
- matrimonial advice;
- family counselling;
- financial advice;
- or factual verification.

Members remain solely responsible for independently evaluating all profiles and making their own personal decisions.

22. SEARCH RESULTS

Search results displayed on the Platform are generated through automated systems.

Results may vary based on:

- search filters;
- subscription plan;
- privacy settings;
- profile completeness;
- Member activity;
- verification status;
- AI models;
- Operator settings;
- system optimisation;
- technical considerations.

Pairfffect does not guarantee that search results are exhaustive or complete.

The Platform may prioritise, reorder, filter, suppress, or otherwise organise search results for operational, technical, security, quality, or user experience reasons.

23. COMMUNICATIONS BETWEEN MEMBERS

The Platform may permit communication through:

- internal messaging;
- expressions of interest;
- chat;
- voice calls;
- video calls;
- WhatsApp integration;

- email;
- SMS;
- push notifications;
- or other communication channels.

Pairffect merely provides the technical means of communication.

Pairffect does not monitor every communication exchanged between Members.

Members remain solely responsible for all communications they send through the Platform.

24. COMMUNICATION CONSENT

By creating an account, you expressly consent to receive communications relating to the Platform and the Operator's matrimonial service.

These communications may include:

- account verification;
- login authentication;
- OTPs;
- password resets;
- profile approval;
- profile rejection;
- profile completion reminders;
- expressions of interest;
- messages from Members;
- AI recommendations;
- profile suggestions;
- subscription reminders;
- payment confirmations;
- billing notifications;
- customer support responses;
- security alerts;
- fraud alerts;
- service announcements;
- maintenance notifications;
- policy updates;
- promotional offers (where permitted by law);
- newsletters (subject to applicable consent requirements).

Communications may be sent through:

- SMS;
- WhatsApp;
- email;
- voice calls;

- push notifications;
- in-app notifications;
- or any other communication method made available by the Platform.

By purchasing a membership or subscribing to premium services, you also consent to receiving transaction-related communications, invoices, payment confirmations, renewal reminders (where applicable), and refund communications.

You acknowledge that some service-related communications are essential for operating your account and cannot be disabled while your account remains active.

25. ELECTRONIC COMMUNICATIONS

You agree that all notices, disclosures, agreements, invoices, receipts, and other communications provided electronically satisfy any legal requirement that such communications be in writing.

Electronic records maintained by Pairffect shall constitute admissible evidence to the extent permitted under applicable law.

26. THIRD-PARTY COMMUNICATION SERVICES

The Platform may rely upon third-party communication providers including SMS gateways, email providers, WhatsApp Business Platform providers, cloud messaging services, push notification services, and similar technology providers.

Pairffect shall not be responsible for communication delays, delivery failures, message filtering, carrier restrictions, network outages, or service interruptions caused by third-party providers.

27. SYSTEM AVAILABILITY

Pairffect will use commercially reasonable efforts to maintain Platform availability.

However, uninterrupted availability cannot be guaranteed.

The Platform may become unavailable due to:

- scheduled maintenance;

- emergency maintenance;
- software updates;
- hardware failures;
- internet outages;
- cyberattacks;
- denial-of-service attacks;
- cloud infrastructure failures;
- telecommunications failures;
- governmental actions;
- or events beyond Pairffect's reasonable control.

Temporary interruptions shall not constitute a breach of this Agreement.

28. FEATURE MODIFICATIONS

Pairffect continually improves the Platform.

Accordingly, Pairffect reserves the right, at any time and without prior notice, to:

- introduce new features;
- modify existing features;
- discontinue features;
- redesign user interfaces;
- improve AI systems;
- change recommendation algorithms;
- alter communication methods;
- enhance security mechanisms;
- introduce verification requirements;
- modify technical architecture.

No Member acquires any vested right in any particular feature or functionality.

Continued use of the Platform after such modifications constitutes acceptance of the updated functionality.

PART IV – USER RESPONSIBILITIES, SAFETY GUIDELINES AND PROHIBITED ACTIVITIES

29. USER RESPONSIBILITIES

As a condition of using the Platform, you agree to use the Services responsibly, honestly, and in compliance with this Agreement and all applicable laws.

You agree that you shall:

- provide truthful and accurate information at all times;
- maintain your profile with current information;
- use only your own identity unless legally authorised to act on behalf of another person;
- behave respectfully toward other Members;
- communicate honestly and courteously;
- comply with all applicable laws and regulations;
- promptly update information that becomes inaccurate;
- protect your account credentials;
- report suspected misuse of your account immediately;
- cooperate with reasonable verification requests made by the Operator or Pairfect.

You acknowledge that your conduct directly affects the trust and safety of the Platform.

30. DUTY TO VERIFY OTHER MEMBERS

Pairfect strongly encourages every Member to independently verify the identity and background of any other Member before making personal, financial, or matrimonial decisions.

You should independently verify, wherever appropriate:

- identity;
- age;
- marital status;
- employment;
- educational qualifications;
- family background;
- residential address;
- financial claims;
- health information;
- and any other information that is material to your decision.

Pairfect does not undertake this responsibility on your behalf.

You remain solely responsible for your own due diligence.

31. PERSONAL SAFETY

Your personal safety is your responsibility.

Before meeting another Member, Pairfect recommends that you:

- communicate sufficiently to establish trust;
- independently verify identity documents where appropriate;
- inform family members or trusted friends about the meeting;
- meet only in public places;
- avoid isolated locations;
- arrange your own transportation;
- avoid consuming alcohol or intoxicating substances during the first meeting;
- trust your instincts if something appears suspicious;
- discontinue communication if you feel uncomfortable.

Pairfect shall not be responsible for personal interactions occurring outside the Platform.

32. FINANCIAL SAFETY

Members must exercise extreme caution regarding financial matters.

You should never:

- send money to another Member whom you have not independently verified;
- transfer funds based solely on online communications;
- disclose banking credentials;
- disclose UPI PINs;
- disclose OTPs;
- disclose passwords;
- disclose debit or credit card information;
- disclose cryptocurrency wallet credentials.

Pairfect will never request your banking password, UPI PIN, OTP, or internet banking credentials.

If any person claims to represent Pairfect while requesting money outside official payment channels, you should immediately report the incident.

33. NO DOWRY OR ILLEGAL DEMANDS

Pairffect strictly prohibits any activity that violates applicable law, including demands for dowry or unlawful financial consideration.

Members must not:

- request dowry;
- offer dowry through the Platform;
- encourage dowry negotiations;
- advertise dowry expectations;
- facilitate illegal financial demands.

Any such activity may result in immediate suspension and may be reported to the relevant authorities where required or permitted by law.

34. PROHIBITED ACTIVITIES

You agree that you shall not use the Platform for any unlawful, harmful, misleading, abusive, or unauthorised purpose.

Without limitation, the following activities are strictly prohibited.

A. Identity Fraud

You must not:

- impersonate another individual;
 - create fake identities;
 - use false names to deceive others;
 - use forged documents;
 - submit altered KYC documents;
 - impersonate government officials;
 - impersonate Pairffect employees;
 - impersonate Operator staff.
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B. Fake Profiles

You must not:

- create fictitious matrimonial profiles;
 - create prank profiles;
 - create duplicate accounts;
 - create profiles for fraudulent purposes;
 - create profiles using AI-generated identities intended to deceive others;
 - use another person's photographs without permission.
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C. Misrepresentation

You must not knowingly provide false or misleading information relating to:

- age;
 - marital status;
 - profession;
 - education;
 - salary;
 - business;
 - immigration status;
 - citizenship;
 - religion;
 - caste;
 - community;
 - health;
 - disability;
 - family background;
 - criminal history where disclosure is required by law.
-

D. Harassment

You must not:

- threaten;
 - intimidate;
 - stalk;
 - harass;
 - bully;
 - repeatedly contact Members after being refused;
 - use abusive language;
 - engage in unwanted communication.
-

E. Obscene Content

You must not upload or distribute:

- sexually explicit material;
 - pornography;
 - obscene photographs;
 - obscene videos;
 - indecent messages;
 - sexually suggestive content inconsistent with the intended matrimonial purpose of the Platform.
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F. Hate Speech

You must not publish content that promotes:

- hatred;
 - discrimination;
 - violence;
 - terrorism;
 - communal disharmony;
 - religious hatred;
 - caste hatred;
 - racial hatred;
 - ethnic hatred.
-

G. Illegal Activities

You must not use the Platform for:

- criminal activities;
 - money laundering;
 - trafficking;
 - extortion;
 - blackmail;
 - fraud;
 - identity theft;
 - illegal gambling;
 - prostitution;
 - escort services;
 - or any activity prohibited by law.
-

H. Romance Scams

You must not:

- seek financial assistance under false pretences;
 - fabricate emergencies;
 - request loans;
 - seek investments;
 - promote cryptocurrency schemes;
 - solicit donations;
 - manipulate Members for financial gain.
-

I. Commercial Activities

Unless expressly authorised by Pairfect or the relevant Operator, you must not:

- advertise products;
 - advertise services;
 - promote businesses;
 - recruit agents;
 - conduct MLM activities;
 - conduct affiliate marketing;
 - collect leads;
 - conduct surveys;
 - conduct political campaigns.
-

J. Technical Abuse

You must not:

- reverse engineer the Platform;
 - attempt to discover source code;
 - scrape profile data;
 - copy databases;
 - harvest email addresses;
 - harvest phone numbers;
 - use bots;
 - use crawlers;
 - use spiders;
 - bypass security;
 - interfere with APIs;
 - overload servers;
 - introduce malware;
 - attempt unauthorised access.
-

K. Artificial Intelligence Misuse

You must not use the Platform to:

- create deceptive AI-generated identities;
 - impersonate other individuals using AI;
 - upload manipulated deepfake images intended to deceive;
 - generate fraudulent profile information using AI;
 - evade fraud detection systems.
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35. REPORTING MISUSE

If you become aware of:

- fake profiles;
- fraudulent activity;
- harassment;
- identity theft;
- abuse;
- illegal content;
- security vulnerabilities;
- scams;
- impersonation;
- or other misuse,

you should promptly report the matter through the reporting tools provided by the Platform or to the relevant Operator.

Pairrfect may investigate reports at its discretion but does not guarantee that every report will result in action.

36. CONSEQUENCES OF VIOLATION

Violation of this Agreement may result in one or more of the following actions:

- warning;
- profile moderation;
- temporary restrictions;
- suspension;
- permanent account termination;
- removal of uploaded content;
- cancellation of subscriptions where permitted by law;
- refusal of future registration;

- reporting to the Operator;
- reporting to payment providers;
- reporting to law enforcement authorities;
- civil legal proceedings;
- criminal complaints where appropriate.

Pairffect reserves the right to determine the appropriate enforcement action based on the seriousness of the violation.

37. NO CIRCUMVENTION

You shall not attempt to circumvent any security measure, moderation action, suspension, restriction, or technical limitation imposed by Pairffect or the Operator.

Creating a new account to avoid suspension or using another person's account after enforcement action constitutes a material breach of this Agreement.

PART V – PRIVACY, PERSONAL DATA, CONSENT AND DATA PROCESSING

38. YOUR PRIVACY

Pairffect recognises the importance of protecting your personal information and is committed to processing personal data responsibly, securely, and in accordance with applicable laws.

Your use of the Platform is also governed by the Pairffect Privacy Policy, which forms an integral part of this Agreement.

By accepting this Agreement, you also acknowledge that you have read and understood the Privacy Policy.

In the event of any conflict between this Agreement and the Privacy Policy regarding the processing of personal data, the Privacy Policy shall prevail to the extent of such conflict.

39. COLLECTION OF PERSONAL INFORMATION

Depending upon the features you use, Pairfect and the relevant Operator may collect information including, but not limited to:

Identity Information

- Full Name
- Date of Birth
- Gender
- Marital Status
- Government-issued Identity Details (where applicable)

Contact Information

- Mobile Number
- Email Address
- Postal Address

Matrimonial Information

- Religion
- Community
- Caste
- Mother Tongue
- Height
- Education
- Occupation
- Lifestyle Preferences
- Family Details
- Horoscope Details (where voluntarily provided)

Technical Information

- IP Address
- Device Information
- Browser Information
- Operating System
- Login History
- Cookies
- Device Identifiers
- Application Logs

Communication Information

- Messages sent through the Platform

- Customer Support Communications
- Notifications
- Feedback
- Reports submitted by Users

Verification Information

Where applicable,

- Identity Documents
- Verification Status
- KYC Results
- Verification Metadata

Pairffect will collect only such information as is reasonably necessary for providing and improving the Platform, complying with legal obligations, protecting users, preventing fraud, or as otherwise described in the Privacy Policy.

40. PURPOSE OF PROCESSING

Your information may be processed for purposes including:

- creating and maintaining your account;
- displaying your profile to eligible Members in accordance with your privacy settings and the Operator's policies;
- facilitating profile discovery;
- enabling communications;
- providing AI-powered features;
- improving recommendations;
- fraud prevention;
- identity verification;
- security monitoring;
- customer support;
- service analytics;
- legal compliance;
- billing and payment processing;
- enforcing this Agreement;
- resolving disputes;
- complying with court orders and lawful governmental requests.

Pairffect shall not process your personal data for purposes incompatible with those disclosed in the Privacy Policy unless otherwise permitted by applicable law.

41. YOUR CONSENT

By registering on the Platform, you expressly acknowledge and consent, to the extent required by applicable law, to the processing of your personal information for the purposes described in this Agreement and the Privacy Policy.

You further understand that certain Platform features cannot operate unless the necessary information is processed.

Where consent is legally required for optional features, Pairffect or the relevant Operator will seek such consent separately.

You may withdraw consent for certain processing activities where permitted by law; however, withdrawal may affect your ability to use some or all Platform features.

42. PROFILE VISIBILITY

The primary purpose of the Platform is to facilitate matrimonial introductions.

Accordingly, you understand that certain information contained in your profile may be visible to other eligible Members of the relevant Operator's matrimonial service, subject to your privacy settings and the Operator's policies.

Depending upon available functionality, profile visibility may include:

- photographs;
- first name;
- age;
- city;
- education;
- profession;
- community;
- religion;
- language;
- profile description;
- lifestyle preferences;
- and other profile information that you choose to disclose.

You are responsible for carefully reviewing your profile before publishing it.

You should not publish information that you do not wish other Members to see.

43. DATA SHARING

Pairffect may share information only where reasonably necessary, including with:

- the relevant Operator;
- cloud infrastructure providers;
- identity verification providers;
- payment service providers;
- payment gateways;
- payment processors;
- banking partners;
- settlement providers;
- financial service providers engaged for processing membership payments.
- communication service providers;
- fraud prevention providers;
- customer support providers;
- analytics providers;
- legal advisers;
- auditors;
- regulatory authorities;
- courts;
- law enforcement agencies;
- or other parties where disclosure is required or permitted by applicable law.

Pairffect does not sell your personal information to third parties.

44. CROSS-BORDER PROCESSING

Certain technology service providers engaged by Pairffect may process or store information outside India.

Where such processing occurs, Pairffect will take reasonable contractual and organisational measures appropriate to protect personal information, subject to applicable law.

45. DATA RETENTION

Personal information will be retained only for as long as reasonably necessary for:

- providing the Platform;
- maintaining business records;
- complying with legal obligations;
- fraud prevention;
- dispute resolution;
- enforcing contractual rights;
- protecting the security and integrity of the Platform.

Following expiry of the applicable retention period, information may be deleted, anonymised, or irreversibly de-identified, unless continued retention is required by law.

46. ACCOUNT DELETION

You may request deletion of your account in accordance with the procedures established by the relevant Operator or Pairfect.

Deletion requests are subject to:

- pending investigations;
- legal obligations;
- fraud prevention;
- regulatory requirements;
- court orders;
- financial record retention requirements;
- backup retention schedules;
- technical limitations.

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

Residual copies may continue to exist within secure backup systems until automatically removed in accordance with standard retention practices.

47. SECURITY

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

Such measures may include:

- encryption;
- access controls;
- authentication systems;
- logging;
- intrusion detection;
- security monitoring;
- vulnerability management;
- backup procedures;
- disaster recovery planning.

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

Accordingly, Pairfect cannot guarantee absolute security.

48. USER RESPONSIBILITY FOR PRIVACY

You are responsible for exercising appropriate caution while using the Platform.

In particular, you should not voluntarily disclose:

- banking credentials;
- passwords;
- OTPs;
- Aadhaar numbers except where specifically required for authorised verification;
- PAN details unless legally necessary;
- financial account information;
- confidential business information;
- other sensitive information that is not reasonably required for matrimonial purposes.

Information voluntarily shared directly with another Member is outside Pairffect's control.

49. COOKIES AND SIMILAR TECHNOLOGIES

The Platform may use cookies, local storage, session identifiers, analytics tools, and similar technologies to:

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

You may control certain cookie preferences through your browser or device settings, although disabling cookies may affect Platform functionality.

50. FRAUD PREVENTION AND SECURITY MONITORING

To protect Members and maintain the integrity of the Platform, Pairffect may monitor account activity using automated systems and human review.

Such monitoring may include:

- unusual login activity;
- multiple account detection;
- suspicious messaging patterns;
- bulk profile access;
- automated behaviour;
- attempted security breaches;
- unusual payment activity;
- fraudulent identity indicators.

Where reasonably necessary, Pairffect may temporarily restrict, suspend, or investigate accounts pending review.

51. LEGAL DISCLOSURE

Pairffect may disclose information where required or permitted by law, including in response to:

- court orders;
- warrants;
- lawful governmental requests;
- regulatory investigations;
- law enforcement requests;
- protection of legal rights;
- fraud investigations;
- protection of users;
- prevention of imminent harm.

Nothing in this Agreement prevents Pairffect from complying with its legal obligations.

PART VI – INTELLECTUAL PROPERTY, USER CONTENT AND LICENSING

52. OWNERSHIP OF THE PLATFORM

The Platform, including all software, source code, object code, databases, APIs, user interfaces, website designs, mobile applications, artificial intelligence models, recommendation algorithms, workflows, business logic, architecture, documentation, graphics, icons, layouts, text, audiovisual content, and all related technology, is owned by or licensed to Pairfect and is protected by applicable intellectual property laws.

Except for the limited rights expressly granted under this Agreement, no ownership rights are transferred to you.

Your use of the Platform does not grant you any ownership interest in Pairfect's intellectual property.

53. TRADEMARKS

The following are the exclusive property of Pairfect or its licensors, as applicable:

- Pairfect®
- Pairfect logos
- Product names
- Service names
- Icons
- Branding
- Trade dress
- Domain names
- Slogans
- Marketing materials

You shall not use, copy, reproduce, register, imitate, modify, or otherwise exploit any Pairfect trademark without prior written permission.

Nothing contained in this Agreement grants any licence to use Pairfect's trademarks except as strictly necessary for ordinary use of the Platform.

54. COPYRIGHT

All copyright in the Platform, including but not limited to:

- software;
- source code;
- website content;
- documentation;
- databases;
- graphics;
- icons;

- user interface designs;
- workflows;
- architectural designs;
- AI prompts developed by Pairffect;
- text;
- audio;
- video;
- training materials;
- help documentation;
- and other original works,

belongs to Pairffect or its licensors unless otherwise stated.

Such works are protected under the Copyright Act, 1957 and other applicable intellectual property laws.

55. LIMITED LICENCE TO USE THE PLATFORM

Subject to your compliance with this Agreement, Pairffect grants you a limited, personal, non-exclusive, non-transferable, non-sublicensable, revocable licence to access and use the Platform solely for lawful matrimonial purposes through the relevant Operator.

This licence does not permit you to:

- copy the Platform;
- redistribute the Platform;
- commercialise the Platform;
- sublicense the Platform;
- create derivative works;
- reverse engineer the Platform;
- exploit the Platform for commercial gain beyond its intended use.

All rights not expressly granted remain reserved by Pairffect.

56. LICENCE TO USER CONTENT

You retain ownership of photographs, profile descriptions, documents, messages, and other content that you lawfully upload to the Platform.

By submitting such content, you grant Pairffect and the relevant Operator a worldwide, non-exclusive, royalty-free, revocable (subject to legal and operational requirements), licence to:

- host;
- store;
- reproduce;
- display;
- transmit;
- process;
- index;
- compress;
- optimise;
- convert file formats;
- generate thumbnails;
- create backups;
- moderate;
- and otherwise use such content solely for the purpose of operating, securing, maintaining, improving, and providing the Platform and related matrimonial services.

This licence does not permit Pairfect to sell your personal content to third parties.

The licence automatically terminates when the content is permanently deleted from the Platform, except where continued retention is required by law, for legitimate backup purposes, fraud prevention, dispute resolution, legal compliance, or enforcement of this Agreement.

57. USER WARRANTIES REGARDING CONTENT

You represent and warrant that:

- you own the content you upload or possess all necessary rights to upload it;
- your content does not infringe any copyright, trademark, patent, privacy, publicity, or other legal rights;
- your content is not defamatory;
- your content is not unlawful;
- your content is not misleading;
- your content does not contain malicious software;
- your content does not violate this Agreement.

You remain solely responsible for your uploaded content.

58. CONTENT MODERATION

Pairfect and the relevant Operator reserve the right, but not the obligation, to review, moderate, restrict, edit, hide, reject, or remove any content that:

- violates this Agreement;
- violates applicable law;
- infringes intellectual property rights;
- contains offensive material;
- promotes fraud;
- promotes illegal activity;
- is misleading;
- poses a security risk;
- or may adversely affect the integrity of the Platform.

Content moderation may be carried out manually, automatically, or using artificial intelligence tools.

Removal of content does not imply any finding of legal liability.

59. COPYRIGHT INFRINGEMENT

Pairffect respects the intellectual property rights of others.

If you believe that any content available through the Platform infringes your copyright or other intellectual property rights, you may submit a written complaint containing:

- identification of the copyrighted work;
- identification of the allegedly infringing material;
- sufficient information to locate the material;
- your contact information;
- a statement of good-faith belief;
- a declaration that the information provided is accurate.

Pairffect may remove or restrict access to the disputed material while the complaint is being reviewed.

Knowingly submitting false infringement complaints may result in suspension of your account and other legal consequences.

60. FEEDBACK

You may voluntarily provide suggestions, ideas, recommendations, comments, bug reports, enhancement requests, or other feedback relating to the Platform.

Unless otherwise agreed in writing, all feedback shall become the property of Pairffect without any obligation to compensate you.

Pairffect may freely use, modify, incorporate, publish, or commercialise such feedback for improving the Platform.

Nothing in this section transfers ownership of your personal data or profile content.

61. OPEN SOURCE SOFTWARE

Certain components of the Platform may incorporate open source software distributed under their respective licences.

Nothing in this Agreement limits your rights under applicable open source licences with respect to those specific components.

However, such licences do not apply to Pairffect's proprietary software, databases, AI systems, business logic, or other intellectual property unless expressly stated.

62. RESTRICTIONS ON USE

Except as expressly permitted by law or this Agreement, you shall not:

- copy the Platform;
- modify the Platform;
- adapt the Platform;
- translate the Platform;
- create derivative works;
- decompile;
- disassemble;
- reverse engineer;
- bypass security mechanisms;
- attempt to discover source code;
- copy databases;
- scrape profile information;
- reproduce recommendation algorithms;
- copy AI prompts or AI workflows;
- extract datasets;
- mirror the Platform;
- interfere with system operations.

Any unauthorised use constitutes a material breach of this Agreement.

63. DATA SCRAPING AND AUTOMATED ACCESS

The use of automated systems including:

- bots;
- crawlers;
- spiders;
- scrapers;
- automated scripts;
- browser automation tools;
- AI agents;
- robotic process automation;
- or similar technologies,

to access, collect, copy, monitor, harvest, or extract information from the Platform without prior written authorisation is strictly prohibited.

Pairffect reserves the right to employ technical measures to detect and prevent automated access.

64. RESERVATION OF RIGHTS

All rights not expressly granted under this Agreement are reserved by Pairffect.

No implied licence shall arise through use of the Platform, conduct of the parties, or otherwise.

PART VII – MEMBERSHIPS, PAYMENTS, OPERATOR SERVICES AND REFUNDS

65. COMMERCIAL MODELS

Pairffect provides its Platform through different commercial models depending upon the arrangement with the relevant Operator.

The applicable commercial model for your membership will be clearly disclosed before payment.

The commercial model applicable to your membership determines who is responsible for billing, payment collection, invoices, refunds, and certain customer support functions.

65.1 Pairffect Managed Membership Model

Under this model:

- Pairffect offers and sells membership plans directly to End Users.
- Pairffect collects membership fees from End Users.
- Pairffect issues payment confirmations and tax invoices, where applicable.
- Pairffect may engage payment gateways, payment processors, banks, and financial institutions for processing payments.
- Pairffect may share an agreed commercial commission or revenue share with the relevant Operator under a separate agreement.
- The Operator continues to manage its matrimonial service, Members, profile moderation, and operational activities.

The purchase of a membership under this model creates a contractual relationship between the End User and Pairffect in respect of payment, billing, and access to the subscribed Platform features.

65.2 Operator Managed Membership Model

Under this model:

- The Operator independently offers and sells membership plans to End Users.
 - The Operator determines membership pricing, payment methods, premium features, and billing practices.
 - Payments are collected directly by the Operator.
 - Refund requests relating to membership fees must ordinarily be addressed to the Operator.
 - Pairffect acts solely as the technology platform provider and is not responsible for collecting, processing, settling, or refunding membership payments made directly to the Operator.
-

66. MEMBERSHIP PLANS

The Platform may offer free and paid membership plans.

Membership plans may provide access to additional features including, but not limited to:

- enhanced profile visibility;
- advanced search filters;
- unlimited profile views;
- unlimited expressions of interest;
- direct messaging;
- contact information access (where permitted);
- profile verification features;
- AI-assisted profile tools;
- AI-assisted recommendations;
- premium customer support;
- and other features made available from time to time.

Available features may differ between Operators and membership plans.

Pairffect reserves the right to modify available features, provided that such modifications do not unlawfully deprive Members of benefits already purchased.

67. MEMBERSHIP PURCHASE

Before purchasing a membership, you will be informed of:

- the applicable membership plan;
- pricing;
- taxes, where applicable;
- billing frequency;
- included features;
- duration of the membership;
- payment method;
- applicable refund policy.

By completing payment, you acknowledge that you have reviewed and accepted the applicable membership terms.

68. PAYMENT PROCESSING

Payments may be processed through authorised third-party payment gateways and financial institutions.

You authorise Pairffect or the relevant Operator, as applicable, to process payments using your selected payment method.

You represent and warrant that:

- you are authorised to use the chosen payment method;
- payment information provided is accurate;
- sufficient funds or credit are available.

Pairffect is not responsible for payment failures arising from:

- insufficient funds;
 - expired payment instruments;
 - banking restrictions;
 - payment gateway failures;
 - internet connectivity issues;
 - fraud prevention measures implemented by financial institutions;
 - circumstances beyond Pairffect's reasonable control.
-

69. TAXES

Membership fees are exclusive or inclusive of applicable taxes as displayed at the time of purchase.

Where Pairffect is the seller of the membership, Pairffect shall issue tax invoices in accordance with applicable law.

Where the Operator is the seller of the membership, the Operator shall be responsible for issuing invoices, collecting taxes, and complying with applicable tax laws.

70. MEMBERSHIP ACTIVATION

Membership benefits are normally activated shortly after successful payment.

However, activation may be delayed due to:

- payment verification;
- fraud prevention reviews;
- banking delays;
- payment gateway delays;
- technical maintenance;
- system outages;
- identity verification requirements.

Reasonable activation delays shall not constitute a breach of this Agreement.

71. AUTOMATIC RENEWAL

Where automatic renewal is offered, you will be informed before enrolling.

By opting into automatic renewal, you authorise the recurring charging of your selected payment method until the renewal is cancelled.

You may disable automatic renewal through your account settings or by contacting customer support, subject to any notice requirements disclosed at the time of enrolment.

Cancellation of automatic renewal does not entitle you to a refund for the current billing period unless required by applicable law.

72. REFUND POLICY

Refund eligibility depends upon the commercial model applicable to your membership and the circumstances of the request.

Pairffect Managed Membership Model

Where Pairffect is the seller of the membership:

- refund requests shall be submitted to Pairffect;
- Pairffect shall assess refund requests in accordance with its published Payment, Cancellation and Refund Policy and applicable law;
- approved refunds shall be processed using the original payment method wherever reasonably practicable.

Operator Managed Membership Model

Where the Operator is the seller of the membership:

- refund requests must ordinarily be submitted to the Operator;
- Pairffect is not responsible for refund decisions made by the Operator unless otherwise required by law.

Nothing in this Agreement limits any statutory rights available to consumers under applicable law.

73. CHARGEBACKS AND PAYMENT DISPUTES

You agree not to initiate unjustified chargebacks or payment reversals.

Where a chargeback or payment dispute is initiated:

- Pairffect or the Operator may suspend premium access pending investigation;
 - reasonable evidence may be requested from you;
 - fraudulent or abusive chargebacks may result in suspension or termination of your account;
 - Pairffect reserves all rights available under applicable law to recover amounts improperly reversed.
-

74. MEMBERSHIP DOES NOT GUARANTEE MATCHES

Payment of membership fees grants access only to the Platform features included in the selected membership plan.

Payment of membership fees does not guarantee:

- profile views;
- expressions of interest;
- responses from other Members;
- communications;
- introductions;
- compatible matches;
- engagement;
- marriage;
- successful relationships;
- or any other matrimonial outcome.

Membership fees are paid for access to software features and services only.

No portion of the membership fee shall be construed as payment for a guaranteed matrimonial result.

75. PRICING CHANGES

Pairffect or the relevant Operator may revise membership pricing, introduce new membership plans, discontinue existing plans, or modify available premium features for future purchases.

Pricing changes shall not affect memberships that have already been purchased unless otherwise permitted by law or expressly agreed.

76. PROMOTIONAL OFFERS

From time to time, Pairfect or the relevant Operator may offer:

- promotional pricing;
- discounts;
- coupons;
- referral rewards;
- trial memberships;
- complimentary upgrades;
- limited-time offers.

Such promotions are subject to their specific terms and may be withdrawn or modified without prior notice unless otherwise stated.

77. CANCELLATION OF MEMBERSHIP

You may discontinue use of your membership at any time.

Cancellation of a membership does not automatically entitle you to a refund except as provided in the applicable Payment, Cancellation and Refund Policy or as required by applicable law.

Termination of your account for violation of this Agreement may result in the forfeiture of any unused membership benefits, subject to applicable law.

PART VIII – DISCLAIMERS, LIMITATION OF LIABILITY AND INDEMNIFICATION

78. DISCLAIMER OF WARRANTIES

The Platform and all Services are provided on an "AS IS" and "AS AVAILABLE" basis.

To the maximum extent permitted by applicable law, Pairfect expressly disclaims all warranties, representations, guarantees, and conditions, whether express, implied, statutory, or otherwise, including, without limitation, warranties relating to:

- merchantability;
- satisfactory quality;
- fitness for a particular purpose;
- uninterrupted availability;
- security;
- reliability;
- accuracy;
- completeness;
- compatibility;
- non-infringement; and
- freedom from errors or viruses.

Nothing in this Agreement excludes any statutory warranty that cannot lawfully be excluded under applicable law.

79. NO MATRIMONIAL GUARANTEE

Pairffect is a technology platform and not a matrimonial agency.

Accordingly, Pairffect does not represent, warrant, or guarantee:

- successful matchmaking;
- engagement;
- marriage;
- compatibility;
- family acceptance;
- long-term relationships;
- emotional compatibility;
- personal satisfaction;
- or any matrimonial outcome.

The Platform merely facilitates introductions and communication between Members.

All personal decisions remain entirely with the individuals concerned.

80. NO VERIFICATION GUARANTEE

Although Pairffect or the relevant Operator may perform profile moderation, document verification, identity verification, fraud detection, or security reviews, Pairffect does not guarantee:

- the identity of any Member;
- the honesty of any Member;
- the intentions of any Member;

- the financial status of any Member;
- the educational qualifications of any Member;
- the employment claims of any Member;
- the family background of any Member;
- the authenticity of all profile information.

Members must independently verify all material information before relying upon it.

81. NO RESPONSIBILITY FOR MEMBER CONDUCT

Pairffect does not control the conduct of Members.

Accordingly, Pairffect shall not be responsible for:

- statements made by Members;
- profile information submitted by Members;
- communications exchanged between Members;
- meetings arranged by Members;
- financial transactions between Members;
- relationships formed through the Platform;
- disputes between Members;
- criminal acts committed by Members;
- fraudulent behaviour by Members.

Any interaction with another Member is undertaken solely at your own discretion and risk.

82. AI DISCLAIMER

The Platform may use artificial intelligence to assist Members.

AI-generated outputs may contain inaccuracies, omissions, incorrect assumptions, or unsuitable recommendations.

Pairffect makes no warranty regarding:

- the correctness of AI-generated content;
- the suitability of AI recommendations;
- the accuracy of AI summaries;
- compatibility predictions;
- translation accuracy;
- image enhancement results;
- automated recommendations.

AI outputs are provided solely as informational assistance and must not replace independent human judgment.

83. THIRD-PARTY SERVICES

The Platform may rely upon third-party providers including, but not limited to:

- payment gateways;
- banking partners;
- cloud hosting providers;
- communication providers;
- WhatsApp Business Platform providers;
- SMS gateways;
- email service providers;
- identity verification providers;
- analytics providers;
- mapping services;
- artificial intelligence providers; and
- other technology partners.

Pairffect is not responsible for interruptions, delays, failures, outages, inaccuracies, or losses arising solely from the services of independent third-party providers beyond Pairffect's reasonable control.

84. SYSTEM AVAILABILITY

While Pairffect will use commercially reasonable efforts to maintain Platform availability, uninterrupted or error-free operation cannot be guaranteed.

The Platform may occasionally become unavailable due to:

- maintenance;
- software upgrades;
- security updates;
- internet failures;
- cloud infrastructure failures;
- cyberattacks;
- telecommunications failures;
- governmental actions;
- force majeure events;
- or other circumstances beyond Pairffect's reasonable control.

Temporary interruptions do not constitute a breach of this Agreement.

85. LIMITATION OF LIABILITY

To the fullest extent permitted by applicable law, Pairffect, its directors, officers, employees, affiliates, licensors, contractors, and service providers shall not be liable for any:

- indirect loss;
- incidental loss;
- consequential loss;
- exemplary damages;
- punitive damages;
- special damages;
- loss of profits;
- loss of revenue;
- loss of business opportunity;
- loss of reputation;
- loss of goodwill;
- loss of data;
- emotional distress;
- mental anguish;
- relationship breakdown;
- marriage failure;
- engagement failure;
- or any other indirect or consequential damage,

whether arising in contract, tort (including negligence), statute, or otherwise, even if advised of the possibility of such damages.

86. LIABILITY CAP

To the maximum extent permitted by law, Pairffect's total aggregate liability arising out of or relating to this Agreement or the Platform shall not exceed:

Where Pairffect sold the Membership

the total membership fees actually paid by the Member directly to Pairffect during the **twelve (12) months** immediately preceding the event giving rise to the claim.

Where the Operator sold the Membership

INR 1,000 (Indian Rupees One Thousand) or the maximum amount permitted by applicable law, whichever is higher.

This limitation applies collectively to all claims arising from the same or related events.

Nothing in this section limits liability that cannot lawfully be limited under applicable law.

87. MEMBER ACKNOWLEDGEMENT OF RISK

You acknowledge and agree that:

- online interactions involve inherent risks;
- not every profile can be independently verified;
- fraudulent users may attempt to misuse online platforms;
- Pairffect cannot continuously monitor every Member or communication;
- personal judgment remains essential in all matrimonial decisions.

You voluntarily assume these inherent risks when using the Platform.

88. INDEMNIFICATION

You agree to defend, indemnify, and hold harmless Pairffect, its parent entities, affiliates, directors, officers, employees, contractors, licensors, Operators (where applicable), and authorised representatives from and against any claims, actions, proceedings, liabilities, damages, losses, penalties, fines, costs, and expenses (including reasonable legal fees) arising out of or relating to:

- your use of the Platform;
- your breach of this Agreement;
- your violation of applicable law;
- your infringement of any intellectual property right;
- your uploaded content;
- your communications with other Members;
- your fraudulent or unlawful conduct;
- any misrepresentation made by you;
- any dispute between you and another Member resulting from your conduct.

The indemnity obligations shall survive termination of this Agreement.

89. FORCE MAJEURE

Pairffect shall not be liable for any delay, interruption, or failure in performing its obligations where such delay or failure results from events beyond its reasonable control, including but not limited to:

- natural disasters;
- floods;
- earthquakes;
- fires;
- epidemics;
- pandemics;
- war;
- terrorism;
- civil unrest;
- strikes;
- governmental actions;
- internet outages;
- telecommunications failures;
- cyberattacks;
- cloud infrastructure failures;
- power failures;
- acts of God; or
- other unforeseeable events beyond Pairffect's reasonable control.

Performance of affected obligations shall be suspended for the duration of the force majeure event.

90. NO WAIVER

Failure by Pairffect to enforce any provision of this Agreement shall not constitute a waiver of its rights.

Any waiver shall be effective only if made in writing by an authorised representative of Pairffect.

A waiver of one breach shall not constitute a waiver of any subsequent breach.

91. SURVIVAL

The following provisions shall survive termination or expiration of this Agreement to the extent necessary to give them effect:

- Intellectual Property;
- User Content Licence;
- Payments already due;
- Indemnification;
- Limitation of Liability;
- Disclaimers;
- Privacy obligations relating to retained records;

- Dispute Resolution;
- Governing Law;
- and any provision that by its nature is intended to survive termination.

PART IX – TERMINATION, GOVERNING LAW, DISPUTE RESOLUTION AND GENERAL PROVISIONS

92. SUSPENSION AND TERMINATION OF ACCOUNT

Pairfect and/or the relevant Operator may suspend, restrict, or terminate your account, with or without prior notice, where reasonably necessary to:

- protect the security or integrity of the Platform;
- investigate suspected fraud or abuse;
- comply with applicable law;
- comply with a court order or lawful governmental request;
- protect the rights, property, or safety of Pairfect, the Operator, other Members, or third parties;
- enforce this Agreement.

Examples of conduct that may result in suspension or termination include:

- submission of false information;
- fake or duplicate profiles;
- forged identity documents;
- harassment of Members;
- financial scams;
- misuse of Platform features;
- repeated violations of this Agreement;
- criminal or unlawful conduct connected with the Platform.

Termination under this Agreement does not prevent Pairfect or the Operator from pursuing any additional legal remedies available under applicable law.

93. TERMINATION BY THE MEMBER

You may stop using the Platform at any time.

You may request closure or deletion of your account in accordance with the procedures established by Pairffect or the relevant Operator.

Termination of your account:

- does not automatically entitle you to any refund except where provided under the applicable Payment, Cancellation and Refund Policy or required by law;
- does not affect rights or obligations that accrued before termination;
- does not affect any provisions intended to survive termination.

94. MODIFICATIONS TO THE PLATFORM

Pairffect continuously develops and improves the Platform.

Accordingly, Pairffect reserves the right to:

- add new features;
- remove existing features;
- modify Platform functionality;
- redesign the user interface;
- improve security measures;
- improve artificial intelligence systems;
- introduce new verification requirements;
- discontinue obsolete functionality;
- perform maintenance;
- upgrade infrastructure.

Such modifications are part of the ongoing evolution of the Platform and do not, by themselves, constitute a breach of this Agreement.

95. AMENDMENTS TO THIS AGREEMENT

Pairffect may revise this Agreement from time to time to reflect:

- changes in law;
- regulatory requirements;
- security requirements;
- Platform improvements;

- new features;
- business changes;
- operational requirements.

Material changes will be communicated through appropriate means, which may include:

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

Continued use of the Platform after the revised Agreement becomes effective constitutes acceptance of the updated Agreement.

If you do not agree to the revised Agreement, you must discontinue use of the Platform.

96. ASSIGNMENT

You may not assign, transfer, sublicense, or otherwise dispose of your rights or obligations under this Agreement without the prior written consent of Pairffect.

Pairffect may assign or transfer this Agreement, in whole or in part, to:

- an affiliate;
- a successor entity;
- a purchaser of substantially all of its assets;
- a merged or reorganised entity;
- or another lawful successor,

without requiring your separate consent, provided that such assignment does not adversely affect any non-waivable rights available to you under applicable law.

97. ELECTRONIC ACCEPTANCE

You acknowledge that your acceptance of this Agreement by electronic means, including clicking:

- "I Agree";
- "Accept";
- "Register";
- "Continue";
- "Proceed";
- or any similar electronic confirmation,

constitutes your legally binding acceptance of this Agreement.

Electronic acceptance shall have the same legal effect as a handwritten signature to the extent permitted by applicable law.

98. ELECTRONIC RECORDS

You agree that Pairffect may maintain electronic records relating to:

- registration;
- login history;
- profile updates;
- payment transactions;
- communications;
- consent records;
- acceptance of this Agreement;
- account activity;
- audit logs;
- security events.

Such electronic records may be relied upon as evidence to the extent permitted by applicable law.

99. NOTICES

Any notice required under this Agreement may be provided by:

- email;
- in-app notification;
- SMS;
- WhatsApp;
- publication on the Platform;
- registered post;
- courier;
- or any other legally recognised communication method.

Notices sent electronically shall be deemed received when transmitted to the contact information last provided by you, unless proven otherwise.

It is your responsibility to keep your contact details accurate and up to date.

100. SEVERABILITY

If any provision of this Agreement is held by a court or competent authority to be invalid, illegal, or unenforceable, that provision shall be enforced to the maximum extent permissible, and the remaining provisions shall continue in full force and effect.

101. NO PARTNERSHIP OR AGENCY

Nothing contained in this Agreement shall be construed as creating:

- a partnership;
- agency;
- joint venture;
- employment relationship;
- franchise;
- fiduciary relationship;

between Pairfect and any Member.

Similarly, nothing in this Agreement creates any partnership, agency, or employment relationship between Pairfect and an Operator except as expressly provided in a separate written agreement.

102. ENTIRE AGREEMENT

This Agreement, together with:

- the Privacy Policy;
- the Payment, Cancellation and Refund Policy;
- any additional policies expressly incorporated by reference; and
- any legally binding notices published by Pairfect,

constitutes the complete agreement between you and Pairfect regarding your use of the Platform and supersedes all prior understandings relating to the same subject matter.

103. GOVERNING LAW

This Agreement shall be governed by and interpreted in accordance with the laws of the Republic of India, without regard to conflict of law principles.

Nothing in this Agreement limits any mandatory consumer rights available under applicable law.

104. DISPUTE RESOLUTION

Pairffect encourages Members to first contact customer support to attempt an amicable resolution of any dispute.

Where a dispute cannot be resolved informally, the parties may pursue any remedies available under applicable law.

Nothing in this Agreement prevents a consumer from approaching a court, consumer commission, or other authority having jurisdiction where such rights are available under law.

105. ARBITRATION (WHERE LEGALLY PERMISSIBLE)

For disputes that are legally capable of being resolved through arbitration and where applicable law permits, the parties may agree to refer the dispute to arbitration in accordance with the Arbitration and Conciliation Act, 1996.

Unless otherwise agreed:

- the arbitration shall be conducted by a sole arbitrator appointed in accordance with applicable law;
- the seat and venue of arbitration shall be Navi Mumbai, Maharashtra, India;
- the proceedings shall be conducted in the English language.

This clause shall not prevent either party from seeking interim or injunctive relief from a court of competent jurisdiction.

106. JURISDICTION

Subject to Section 105 and applicable law, the courts at **Navi Mumbai, Maharashtra, India** shall have exclusive jurisdiction over matters arising from or relating to this Agreement.

Where applicable law grants jurisdiction to another competent forum, including consumer commissions, nothing in this Agreement shall restrict those statutory rights.

107. GRIEVANCE OFFICER

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

The Grievance Officer's details, including:

- name;
- designation;
- postal address;
- email address;
- response timelines,

shall be published on the Platform and updated from time to time.

Complaints relating to privacy, account issues, abuse, or legal matters may be submitted to the Grievance Officer using the published contact details.

108. CONTACT INFORMATION

For questions regarding this Agreement or the Platform, you may contact:

Pairffect

Addition Solutions

Navi Mumbai, Maharashtra, India

Legal Email: legal@pairffect.com

General Support: support@pairffect.com

Website: <https://www.pairffect.com>

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

109. EFFECTIVE DATE

This Agreement becomes effective immediately upon your acceptance or first use of the Platform, whichever occurs earlier, and remains in effect until terminated in accordance with its terms.
