



Data Privacy Policy

BundlePe Innovations Private Limited



Effective Date: 26/12/2024

Applicable to: www.bundlepe.in and the BundlePe mobile application

Compliant with the IT Rules, 2011 and the Digital Personal Data Protection Act, 2023



At BundlePe Innovations Private Limited (“BundlePe”, “we”, “us”, or “our”), protecting your privacy and handling your personal information responsibly is central to how we build our products. This Policy explains how we collect, use, disclose, and safeguard your personal data when you visit www.bundlepe.in, use the **BundlePe** mobile application, or otherwise interact with our services, in compliance with applicable Indian law, including:

- The Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011
- The Digital Personal Data Protection (DPDP) Act, 2023

By using our website or application, you consent to the practices described in this Policy.

1 Information We Collect

A. Personal Information You Provide

- Contact information, such as your name, phone number, and email address
- Account information, including username, password, and preferences
- Transaction data, such as services purchased and billing details
- Survey and feedback responses

B. Automatically Collected Information

- Usage data, such as IP address, device information, and pages visited
- Cookies and similar tracking technologies

2 How We Use Your Information

- Provide and improve our services
- Respond to inquiries and offer customer support
- Process transactions and manage your account
- Send updates, newsletters, and notifications
- Personalise your experience with our products
- Analyse and improve the performance of our website and app
- Comply with applicable legal obligations

3 How We Share Your Information

- **Service Providers** — hosting, email, payment gateway, and analytics partners who help us operate our services
- **Legal Compliance** — government authorities, regulators, or courts, where required under the Information Technology Act, 2000
- **Business Transfers** — in connection with a merger, acquisition, or similar corporate transaction
- **With Your Consent** — whenever you permit us to share your information

4 Data Security



We implement appropriate technical and organisational safeguards designed to protect your personal data from unauthorised access, alteration, or disclosure. While we work to ensure the highest level of protection, no method of electronic storage or transmission can be guaranteed to be completely secure.

5 Your Rights and Choices

- Right to access and correct your personal data
- Right to request deletion of your personal data
- Right to opt out of promotional communications
- Right to manage your cookie preferences through your browser settings

6 Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes described in this Policy or to comply with our legal obligations. Once that period ends, your data is securely deleted or anonymised.

7 Children's Privacy

Our services are not intended for individuals under the age of 16. If we become aware that we have collected personal data from a child without appropriate consent, we will take steps to delete that information promptly.

8 International Transfers

Your information may be stored or processed on servers located outside India. By using our platform, you consent to such transfers, which are carried out with safeguards compliant with the Digital Personal Data Protection Act, 2023.

9 Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page along with a revised "Effective Date".

10 Contact Us

If you have any questions about this Privacy Policy, please reach out to us:

BundlePe Innovations Private Limited

Email: care@bundlepe.in

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