

## Privacy Policy for Vendors on Vowed

At Vowed, we prioritize your privacy and are committed to protecting your personal and sensitive information in compliance with applicable Indian laws, including the **Information Technology Act, 2000**, and the **Digital Personal Data Protection Act, 2023**. This Privacy Policy explains how we collect, use, and protect your information as a vendor on our platform.

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### 1. Information We Collect

We may collect the following types of information when you register and use our platform:

#### 1.1 Personal Data

- Name, email address, phone number, and business details.
- Financial details such as bank account information for payments.

#### 1.2 Sensitive Personal Data

As defined under Indian law, we may collect sensitive personal data such as:

- Financial information, including credit/debit card details.
- Any other information deemed sensitive under applicable laws.

#### 1.3 Usage Data

- IP address, browser type, and device information.
- Interaction data, such as page views and clicks on the platform.

### 2. How We Use Your Information

We use your information for the following purposes:

- To register and verify your vendor account.
- To facilitate transactions between you and customers.
- To process payments and manage billing.
- To improve our platform and tailor user experiences.
- To communicate service updates or promotional offers.

### 3. Consent

By registering as a vendor on Vowed, you provide explicit consent for the collection, use, and processing of your personal and sensitive personal data as outlined in this Privacy Policy. You can withdraw your consent at any time by contacting us, subject to legal and contractual obligations.

## 4. Sharing of Information

We do not sell or rent your information to third parties. However, your information may be shared in the following cases:

- **With Customers:** Relevant business details for communication and transactions.
- **With Service Providers:** For payment processing, marketing, or technical support under strict confidentiality agreements.
- **Legal Obligations:** If required by law or to protect the rights, property, or safety of Vowed or others.
- **Cross-Border Data Transfers:** If data is transferred to servers outside India, we ensure compliance with Indian laws and international data protection standards.

## 5. Data Retention

We retain your personal and sensitive personal data only as long as necessary for the purposes outlined in this policy or as required under applicable Indian laws. After the retention period, data will be securely deleted or anonymized.

## 6. Security Measures

We implement reasonable security practices as mandated under Section 43A of the **Information Technology Act, 2000**, including:

- Encryption of sensitive data.
- Secure servers and firewalls.
- Compliance with industry standards like **ISO 27001** for data protection.

Although we strive to protect your data, no method of transmission or storage is completely secure. Please notify us immediately of any unauthorized access to your account.

## 7. Your Rights

As a vendor, you have the following rights under Indian law:

- **Access and Correction:** Review and update your personal information.
- **Data Deletion:** Request the deletion of your personal data (subject to legal requirements).
- **Withdrawal of Consent:** Withdraw consent for data processing at any time.

To exercise these rights, contact us at [support@vowed.in](mailto:support@vowed.in)

## 8. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Enhance website functionality and user experience.
- Analyze platform usage for insights and improvements.

You can manage your cookie preferences through your browser or device settings.

## 9. Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Significant changes will be communicated via email or platform notifications.

## 10. Contact Us

For questions or concerns about this Privacy Policy, please reach out to us:

**Email:** [support@vowed.in](mailto:support@vowed.in)

**Phone:** +91 9108114500

**Address:**

497, Model Colony, 2nd Cross,  
Yeshwanthpur, Nearby RTO,  
Yeswanthpura, Bangalore,  
Bangalore North, Bangalore-560022,  
Karnataka, India

By using the Vowed platform as a vendor, you agree to the terms of this Privacy Policy.  
Thank you for partnering with us!