

# PRIVACY POLICY & DATA PROTECTION CHARTER

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## STATUTORY DECREE & LEGAL FRAMEWORK

This Privacy Policy constitutes an electronic record in the form of an electronic contract established under the Information Technology Act, 2000 and the rules framed thereunder, as amended from time to time. This instrument does not require any physical, electronic, or digital signature and is legally binding between you (the "User") and the Company. The terms contained herein take effect immediately upon your acceptance (whether directly, indirectly, or executionally in electronic format) and explicitly govern the processing of data arising from your usage of this Website.

This regulatory charter is compiled and published in strict compliance with the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, under Section 43A and Section 72A of the Information Technology Act, 2000. It seamlessly integrates compliance frameworks mandated under the Consumer Protection Act, 2019, the Consumer Protection (E-Commerce) Rules, 2020, and the Consumer Protection (Direct Selling) Rules, 2021 regarding corporate transparency, direct-seller data coordination, and automated user rights.

## 1. DATA PRIVACY COMMITMENT & TRANSPARENCY AWARENESS

Amberveda Wellness Private Limited, along with its corporate affiliates and operational subsidiaries, is deeply committed to protecting individual data privacy. We have purposefully configured our platform so that you can navigate the web interface without identifying yourself or inadvertently revealing personal records. Once you choose to volunteer personally identifiable information (any structured data by which you can be uniquely recognized), you are explicitly assured that it will be restricted to reinforcing and managing your direct commercial and customer relationship with Amberveda.

This dynamic privacy statement acts as an official advisory notice to make you aware of our digital security practices and the robust choices you can execute regarding the manner in which your datasets are extracted and processed. To ensure optimal accessibility, this policy is permanently hyperlinked at the base footer of every web page across the entire domain mapping.

## 2. CATEGORIES OF DATASETS COLLECTED

### 2.1. Automated Server-Level Technical Logs

Upon establishing an active handshake with our digital web servers, the technical hosting system automatically detects your source domain name mapping, but does not extract your individual email address unless technically prompted. We securely compile the domain log from which you connect, aggregated analytics concerning the specific internal sub-pages you access or visit, user-specific path tracking, and any data volunteered by you via structured feedback forms, survey instruments, or official site registration profiles.

### 2.2. Tracking Technologies & Advanced Cookie Policy

The Amberveda digital architecture utilizes standard persistent and session 'Cookies' (alphanumeric text identifiers stored on your hardware storage drives by our remote page server) to enable seamless sign-ins, manage secure sessions, and customize your user interface. Cookies cannot introduce malicious scripts to your computer systems, contain no unencrypted personally identifiable information, and operate as safe system markers.

The integration of these storage tokens allows us to deliver optimized performance, enabling the platform to:

Reliably estimate our systemic audience traffic volume and macroscopic usage patterns;

Securely cache your operational preferences to dynamically customize the interface to your professional profile;

Accelerate search index query executions and internal data routing speeds; and

Promptly recognize your terminal browser profile when you return to our portal, eliminating repetitive authentication cycles.

### **2.3. Transactional, Customer, and Direct Seller Information**

When interacting with secure commerce nodes on the Amberveda platform to procure wellness items, lodge inquiries, or apply for material distribution channels, specialized entry panels will extract core identity datasets. The scope of collection encompasses your legal full name, assigned unique Direct Seller Identification Number (ID), contact specifications, and verifiable corporate billing profiles. All credit card data, secure token codes, and instant transaction parameters are processed natively through encrypted payment bridges and are never disclosed, exposed, or shared under any circumstances.

To customize our administrative communications and elevate product efficacy, we may request voluntary disclosures regarding your professional interests, demographic background, product experiences, and contact preferences.

## **3. PURPOSES OF PROCESSING & DATA UTILIZATION**

Amberveda processes user records exclusively to understand consumer demographics and ensure high-tier logistical fulfillment. Specifically, your compiled details are deployed to facilitate payment verification, process product checkout contracts, execute regulatory back-and-forth communication, dispatch administrative service adjustments, and preserve a personalized e-commerce environment.

Bank account credentials, routing numbers, and IFSC processing paths are utilized strictly to settle business plan incentives, evaluate payments, or clear invoice deposits. These financial records are never retained or repurposed for secondary un-associated commercial profiling.

## **4. CONTROLLED DATA RELEASES & THIRD-PARTY DISCLOSURE LIMITATIONS**

Amberveda categorically declares that it does not sell, lease, rent, or commercially trade your personally identifiable information to third-party marketing brokers unless explicit prior authorization is obtained, or when compelled under statutory judicial mandates. We restrict the transfer of online data to official Amberveda corporate entities, subsidiary branches, or authorized logistical partners acting exclusively on our behalf to fulfill your orders.

All such corporate branches, franchisees, and network entities are bound by strict non-disclosure pacts, operational confidentiality rules, and matching organizational data privacy guidelines. Amberveda will not deploy or share personal datasets in ways unrelated to these core purposes without first extending an explicit notice and choice to opt out.

We provide regular mechanisms for users to signify that they do not wish to receive unsolicited direct marketing materials, and we fulfill all such suppression requests. Your permission is secured first should any data transmission be required toward un-associated third parties.

## **5. USER ACCESS RIGHTS, STORAGE PROTECTION, & SECURITY MATRICES**

### **5.1. Accuracy, Update Requests, and Identity Verification**

Amberveda takes reasonable measures to ensure that all user information remains highly accurate and structurally clean. To update, rectify, or erase your profile data from our systems, users must contact Amberveda customer support directly. To protect your underlying privacy, the Company will initiate multi-factor verification checks to confirm your identity before granting database access or unlocking administrative updates.

### **5.2. Technical and Managerial Security Practices**

To counter unauthorized penetration, maintain system integrity, and guarantee lawful usage, Amberveda has deployed robust physical, electronic, and managerial protocols to safeguard data assets. We run updated encryption standards during the collection and digital transfer of sensitive financial accounts. However, users acknowledge that no internet-facing architecture is entirely immune to sophisticated cyber exploits. Consequently, while the Company satisfies all reasonable security criteria under Section 43A of the IT Act, 2000, it cannot provide an absolute, unbreakable warranty of total security. The Company shall not be held liable for external data breaches arising from un-preventable infrastructure compromises beyond its direct managerial control.

### 5.3. Data Integrity & Retention Limits

Personally identifiable information is maintained in active files and searchable storage vaults only for the duration required to achieve the processing purposes for which it was gathered, or as explicitly mandated to enforce the contractual relationship with Direct Sellers, their structured up-line network, and the overarching commercial relationship with final Customers.

## 6. ADVANCEMENTS & FUTURE RETENTION AMENDMENTS

From time to time, Amberveda may optimize customer datasets for new, unanticipated administrative uses not previously detailed in our general privacy overview. If our storage protocols change at some point in the future, the updated terms will be published directly onto the Web portal to serve as a clear advisory update, granting users the functional capability to opt out of these new processing pathways. If you maintain heightened concerns regarding data usage patterns, you are advised to check back periodically. Modified retention protocols apply strictly to data assets gathered subsequent to the formal posting of the amended policy.

## 7. THIRD-PARTY LINK PROTECTION POLICY

The Amberveda digital web portal does not contain, host, feature, or offer third-party corporate product links, commercial marketing widgets, or un-associated service advertisements. The data processing loop remains entirely self-contained within our secure company ecosystem.

## 8. STATUTORY GRIEVANCE REDRESSAL CELLS

In accordance with the Information Technology Act, 2000, and the rules promulgated thereunder, along with the data liaison rules of the Consumer Protection (Direct Selling) Rules, 2021, the designated Grievance Redressal Officer for Amberveda is formalised below. If you have any operational inquiries, wish to enforce your access rights, or lodge a formal data breach complaint, please contact our officer directly:

**Grievance Redressal Officer: [Ms.Parul Yadav]**

Official Corporate Email: [grievance@ambervedawellness.com ]

Contact Direct Hotline: [9917566662]

Registered Corporate Postal Desk:

Amberveda Wellness Private Limited,

Corporate Office, B-129, Apex City, Meerut City-250002, Uttar Pradesh, India.

**Corporate Finality:** All data grievances submitted will be acknowledged within forty-eight (48) working hours and resolved within a maximum period of one (1) month from the official date of receipt, strictly matching statutory timelines under Indian consumer protection and digital intermediary standards.