

# **SENSITIVE INFORMATION PROTECTION POLICY**

## **DAZZ TECH PRIVATE LIMITED (Brand: Palpable)**

### **1. Introduction**

Dazz Tech Private Limited (hereinafter referred to as the "Company") fully respects the privacy of its customers, employees, vendors, and partners across all company-owned brands, including Palpable. This policy is designed to inform you about how we collect, use, store, and protect your sensitive information.

### **2. Applicability**

This policy applies to every individual ("User") who:

- \* Uses the products, services, or brands owned by Dazz Tech Private Limited (including Palpable).
- \* Visits our official website or mobile application.
- \* Is engaged in any form of business or employment contract with the Company.

### **3. Definition of Sensitive Personal Data**

We consider the following information as "Sensitive Data":

- \* Passwords: Your account login credentials.
- \* Financial Information: Bank account details, credit/debit card, or UPI details.
- \* Health Data: Physical or mental health information (if required for specific services).
- \* Biometric Information: If used within our security systems.
- \* Identity Proof: Aadhaar, PAN, or Passport numbers.

### **4. Core Principles of Data Collection**

We collect data based on the following principles:

- \* Consent: We do not collect any sensitive data without your explicit consent. You have the right to withdraw your consent at any time.
- \* Purpose: Data is used only for the specific purpose for which it was collected (e.g., order delivery, payment processing, or legal compliance).
- \* Storage Limitation: We retain data only for as long as it is necessary for business operations or required by law.

### **5. Information Sharing (Disclosure)**

We do not sell your data. We only share information under the following circumstances:

- \* Service Providers: With trusted partners like payment gateways or delivery services that adhere to our high-security standards.
- \* Legal & Regulatory Compliance: If requested by courts, law enforcement, or regulatory government agencies (including AYUSH, FSSAI, or consumer protection authorities) under applicable laws.

\* Business Transfers: In the event that Dazz Tech merges with or is acquired by another company.

## **6. Security Measures (How We Protect Your Data)**

We follow international standards to ensure your information remains secure:

- \* Advanced Encryption: Sensitive data is encrypted both "In-Transit" (SSL/TLS) and "At-Rest" (AES-256) to prevent unauthorized access.
- \* Strict Access Control: Access to sensitive data is restricted via Role-Based Access Control (RBAC) and Multi-Factor Authentication (MFA).
- \* Infrastructure Security: We utilize Firewalls, Web Application Firewalls (WAF), and secure cloud servers to defend against cyber-attacks.
- \* Regular Audits: We conduct periodic security checks and vulnerability assessments to keep our systems updated.

## **7. User Rights**

You possess the following rights regarding your data:

- \* The right to Review and Update your personal information.
- \* The right to Correct any inaccuracies in your records.
- \* The right to request Deletion of your data (subject to legal and contractual obligations).

## **8. Grievance Redressal**

If you have any concerns regarding your privacy or data protection, you may contact our Grievance Officer:

Designation: Data Protection & Grievance Officer

- \* Email: [grievance@dazzkart.com](mailto:grievance@dazzkart.com)
- \* Subject: Data Privacy Concern
- \* Resolution Time: We aim to resolve all grievances within 30 days of receipt.

## **9. Policy Updates**

Dazz Tech Private Limited reserves the right to update this policy periodically. Any changes will be posted on our website and will become effective immediately upon posting.