

GRIEVANCE REDRESSAL POLICY

Effective Date: 15.05.2025

This Grievance Redressal Policy ("Policy") is issued by SHOP RR WAY PRIVATE LIMITED, operating the BackingBay platform ("we," "us," or "our"). It outlines the procedure for users to report concerns and the scope of BackingBay's role in addressing them.

1. Grievance Officer

In compliance with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code)

Rules, 2021:

- Name: Ritesh Agrawal
- Designation: Co-Founder & CEO
- Email: riteshag0780@gmail.com

2. Filing a Grievance

- Users may file grievances by sending an email to the Grievance Officer with the subject line "RESOLVE OUR GRIEVANCE."
- The complaint must include the user's full name, contact information, a detailed description of the issue, and any supporting documents or media such as screenshots, images, or videos.

3. Acknowledgment Timeline

- Grievances will be acknowledged at the earliest possible time based on internal capacity and nature of the issue.
- BackingBay does not commit to any fixed timeline for acknowledgment.

4. Resolution Timeline

- Resolution of grievances shall also be undertaken at the best and earliest possible time, depending on complexity, evidence provided, and internal review processes.
- No fixed resolution period is guaranteed or implied.

5. Scope of Grievance Review

- Grievances related to platform misuse, data privacy, abuse, or general concerns about platform functioning may be reviewed by BackingBay.
- If a grievance pertains specifically to an Innovator's actions or campaign-related issues (e.g., non-delivery of rewards, misrepresentation), BackingBay shall not be liable and users must approach the Innovator directly for resolution or legal action.
- However, BackingBay may choose to support the Backer at its discretion in appropriate cases, without assuming any legal obligation or responsibility.

6. Jurisdiction

- All grievances involving BackingBay shall fall under the exclusive jurisdiction of Raipur, Chhattisgarh, India.

By using the BackingBay platform, you acknowledge that you have read, understood, and agreed to this Grievance Redressal Policy.

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