

PRIVACY POLICY

Effective Date: 15.05.2025

This Privacy Policy outlines how SHOP RR WAY PRIVATE LIMITED ("BackingBay," "we," "us," or "our") collects, uses, shares, and protects personal information of users ("you," "your") who access or use our platform at <https://backingbay.com> ("Platform"). By accessing the Platform, you consent to the practices described in this Policy.

1. Information We Collect

We collect the following types of information, as necessary for legal, operational, and service-related purposes:

- Name, email address, and phone number
- Shipping address and GSTIN (for Innovators)
- IP address, device data, and location (via cookies and analytics)
- Payment-related information (via our third-party payment gateway)

2. Methods of Data Collection

We collect data through:

- User sign-up and campaign submission forms
- Cookies and browser tracking
- Payment gateway integrations (e.g., Cashfree)
- User interactions such as comments or contact forms

3. Purpose of Data Collection

We use personal data to:

- Facilitate registration and login
- Process campaign contributions and reward fulfillment
- Ensure regulatory compliance, including tax and KYC
- Communicate updates and respond to user inquiries
- Prevent fraud and ensure platform security
- Analyze traffic and improve Platform experience
- Send promotional or informational communications

4. Data Storage and Protection

- Data is stored on secure servers with industry-standard encryption and access controls.
- Sensitive payment data is handled by PCI-compliant third-party providers.
- We take reasonable technical and organizational steps to protect user information, but disclaim liability for breaches beyond our control.

5. Sharing of Data

We do not sell your data. However, we may share it:

- With trusted service providers such as payment processors
- To comply with legal or regulatory obligations
- To enforce our Terms of Use or other policies

6. User Rights

- Users may request access to, correction of, or deletion of their personal data by emailing us.
- Such requests will be fulfilled in accordance with applicable Indian law and subject to verification.

7. Cookies and Tracking Technologies

- We use cookies and analytics tools (e.g., Google Analytics) to enhance user experience and gather usage data.
- Users may choose to disable cookies in their browser settings, though this may affect Platform functionality.

8. Data Retention

- We retain user data only for as long as necessary to fulfill the purposes stated above or as required by law.

9. Third-Party Links

- Our Platform may include links to third-party websites. We are not responsible for the privacy practices of such websites.

10. Children's Privacy

- BackingBay is not intended for users under the age of 18. We do not knowingly collect data from minors.

11. Grievance Officer

In accordance with the Information Technology Act, 2000 and rules made thereunder:

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

12. Jurisdiction

- This Policy shall be governed by the laws of India. Any disputes shall fall under the exclusive jurisdiction of the courts in Raipur, Chhattisgarh.

By using BackingBay, you consent to the collection and use of your information as described in this Privacy Policy.

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