

## TERMS OF USE

Effective Date: 15.05.2025

Welcome to BackingBay, a reward-based crowdfunding platform operated by SHOP RR WAY PRIVATE LIMITED ("we," "our," or "us"), a company incorporated under the Companies Act, 2013 and governed by the laws of India. These Terms of Use ("Terms") govern your access to and use of our website at <https://backingbay.com> ("Platform").

By accessing or using the Platform, you agree to be bound by these Terms. If you do not agree, please do not use the Platform.

### 1. Eligibility

- Users must be at least 18 years of age to access or use the Platform.
- Only Indian users may register as Innovators on BackingBay. Backers must provide an Indian shipping address for reward delivery.
- Both individuals and business entities (e.g., companies, LLPs, partnerships) may register and participate as users.

### 2. Account Registration

- A single account type is used for both Backers and Innovators.
- Registration can be completed via Google sign-in or by providing name, email, and phone number with OTP verification.
- You are responsible for maintaining the confidentiality of your account credentials and agree to notify us immediately of any unauthorized use.

### 3. Use of the Platform

- You agree to use the Platform only for lawful purposes and in accordance with these Terms.
- Posting, uploading, or promoting prohibited content-including but not limited to alcohol, tobacco, adult material, gambling, defamatory, abusive, or illegal content-is strictly prohibited.
- BackingBay reserves the right to monitor, review, and remove any content or user that violates Indian laws, these Terms, or poses reputational or operational risk.

### 4. User Interaction

- Users may post comments and reviews, provided they are respectful, honest, and not in violation of any applicable law or policy.
- Harassment, impersonation, hate speech, spam, and abusive behavior will result in immediate suspension or termination.

### 5. Intellectual Property and Promotion Rights

- By submitting content to the Platform, users grant BackingBay a non-exclusive, royalty-free, worldwide license to use, display, reproduce, and distribute such content for marketing, promotional, or editorial purposes.
- Users must ensure they own or have appropriate rights to all content submitted. BackingBay will not be held liable for IP violations caused by users.

### 6. Communication

- By using the Platform, you consent to receive transactional emails, system alerts, updates, and promotional messages. Users may opt out of marketing communications but not essential account notifications.

### 7. Dispute Resolution and Jurisdiction

- BackingBay does not offer formal mediation but may assist users in disputes at its discretion.
- In any matter where BackingBay is directly involved, the exclusive legal jurisdiction shall be Raipur, Chhattisgarh - the location of our registered office.

#### 8. Account Termination

- BackingBay may suspend or terminate any account, with or without notice, for reasons including but not limited to: fraud, abuse, security risks, violation of laws or policies, or any activity that threatens the platform's integrity or reputation.

#### 9. Limitation of Liability

- BackingBay acts solely as an intermediary between Innovators and Backers and shall not be liable for any campaign failure, delay in delivery, unfulfilled promises, or user disputes.
- To the maximum extent permitted by law, BackingBay disclaims all warranties and liabilities relating to the use of its services.

#### 10. Grievance and Legal Contact

- For complaints or legal notices, contact us at: [shoprrway@gmail.com](mailto:shoprrway@gmail.com)
- We strive to address grievances promptly, in accordance with applicable Indian laws.

By continuing to use BackingBay, you acknowledge that you have read, understood, and agree to be bound by these Terms.

Download a copy of these Terms: [\[Download PDF\]\(#\)](#)