

Privacy Policy

Effective Date: 1st Jan 2026

1. Introduction

Vivriti Next Limited (“Company”, “we”, “us”, or “our”) respects your privacy and is committed to protecting your personal data in accordance with the **Digital Personal Data Protection Act, 2023** and its associated **DPDP Rules, 2025** (“DPDP Law”).

This Privacy Policy (“Policy”) explains how we collect, use, disclose, protect, and retain personal data obtained through our website, products, and services (collectively, the “Services”).

By accessing our website or using our Services, you acknowledge that you have read and understood this Policy and consent to the data practices described herein.

2. Scope

This Policy applies to personal data processed by us, whether collected directly or indirectly, including:

- Personal data collected through our website and Services;
- Data collected through forms, communication channels, and customer support interactions;
- Automatically collected data through cookies and tracking technologies;
- Data received from third-party partners and service providers.

3. Definitions

- **Personal Data:** Information that identifies or can be used to identify you, directly or indirectly, such as your name, email address, phone number, IP address, or other identifiers.
- **Sensitive Personal Data:** Data that requires heightened protection under law, such as financial data, health information, biometric details, etc.
- **Data Principal:** An individual to whom the personal data relates.
- **Processing:** Any operation performed on personal data, including collection, storage, use, disclosure, modification, or deletion.

4. Personal Data We Collect

4.1. Data Provided by You

We may collect personal data you voluntarily submit when:

- Registering for an account or subscribing to our Services;
- Filling out forms on the website;
- Communicating with us via email or support channels.

Examples: name, email address, contact number, company name, preferences.

4.2. Automatically Collected Data

We use automated technologies (such as cookies and web beacons) to collect non-personally identifiable and personally identifiable information about your interaction with the website, including:

- IP address and device identifiers;
- Browser type and operating system;
- Pages visited, access times, and interaction data.

5. Legal Basis and Purpose of Processing

We process personal data only where we have a lawful basis, including but not limited to:

- Your explicit consent;
- Performance of our contractual obligations;
- Compliance with legal and regulatory requirements.

We use personal data for the following purposes:

- Providing and improving our Services;
- Account setup and administration;
- Customer support and communication;
- Personalisation of content and user experience;
- Compliance, audit, and security purposes;
- Marketing and promotional communications.

6. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance user experience, customise content, perform analytics, and deliver relevant advertising. You will be presented with a cookie consent mechanism where required. You may manage your preferences or withdraw consent at any time via our cookie preference centre or browser settings.

7. Sharing and Disclosure of Personal Data

We do not sell your personal data. We may share personal data:

- With trusted third-party service providers who support our Services (e.g., payment processors, hosting providers);
- To comply with legal obligations, court orders, or government requests;
- In connection with mergers, acquisitions, or corporate restructuring;
- With your consent or as otherwise permitted under applicable law.

8. Security Safeguards

We implement reasonable technical and organisational measures to protect personal data against unauthorised access, loss, misuse, or alteration. Such measures include encryption, access controls, regular security assessments, and incident response protocols.

9. Data Retention

We retain personal data only as long as necessary for the purposes for which it was collected, to fulfil legal or regulatory obligations, or to resolve disputes. Once the retention period expires, data is securely deleted or anonymised.

10. Rights of Data Principals

Under the DPDP Law, data principals have the following rights:

- **Right to Access:** Request a copy of personal data held by us;
- **Right to Rectification:** Correct inaccurate or incomplete data;
- **Right to Erasure:** Request deletion of personal data that is no longer necessary;
- **Right to Restriction of Processing:** Limit how personal data is used;
- **Right to Withdraw Consent:** Withdraw consent where processing is based on consent.

To exercise your rights, please contact our Privacy Officer using the details below. We will respond within the timelines required by law.

11. Children's Privacy

Our Services are not directed at children under the age of 18. We do not knowingly collect personal data from minors without verifiable parental consent. If you believe we have collected data of a minor, please contact us immediately.

12. Changes to This Policy

We may update this Policy periodically to reflect changes in our practices, legal requirements, or for operational reasons. We will indicate the “Last Updated” date at the top of the Policy.

13. Contact Information

If you have questions or complaints about this Privacy Policy or our data practices, contact:

Privacy Officer

Vivriti Next Limited

Address: Prestige Zackria Metropolitan, No.200/1-8, 8th Floor, Block 1, Anna Salai, Chennai, Tamil Nadu 600002

Contact Person: Saravanakumar Krishnamurthy

Email: saravanakumar.k@vivriticapital.com

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