

CLAFR is managed by CLAFR AGRI INDIA PRIVATE LIMITED. This page outlines our policies regarding the collection, utilization, and disclosure of Personal Information obtained from users of the application.

(hereinafter may be referred to as the “**Company**”, “**we**”, “**us**”, and “**our**”) respect your privacy and is committed to protecting it through its compliance with its privacy policy. This policy amongst other things describes: (i) the type of information that the Company may collect from you when you access or use its websites/ applications and other online services (hereinafter collectively referred to as the “**Services**”); and (ii) the Company’s practices for collecting, using, maintaining, protecting and disclosing that information.

We utilize your Personal Information solely to enhance and provide a better user experience. By using the application, you consent to the collection and use of information as described in this policy.

We encourage you to read this policy carefully to understand the Company's policies and practices regarding your information. By accessing or using its Services or its Platform, registering an account with the Company, becoming a seller, reseller or customer on the Platform, or by attempting to become a seller, reseller or customer, you expressly agree to be bound by the terms and conditions of this privacy policy and you are consenting to the Company's collection, use, disclosure and retention of your personal information as described here.

Information Collection and Use:

During your use of our application, we may request certain personally identifiable information that can be used to contact or identify you. This information may include, but is not limited to, your name, phone number, email address, and location.

We may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy statement.

Reasonable protection of information:

- We employ commercially reasonable and industry-standard security measures to prevent unauthorized access, maintain data accuracy and ensure proper use of information we receive.
- These security measures are both electronic as well as physical but at the same time no data transmission over the Internet can be guaranteed to be 100% secure.
- We strive to protect the User Information, although we cannot ensure the security of Information furnished/transmitted by the users to us.
- We recommend that registered users not to share their site’s account password and also to sign out of their account when they have completed their work.
- This is to ensure that others cannot access Information of the users and correspondence, if the user shares the computer with someone else or is using a computer in a public place

- We recommend you not to disclose password of your email address, online bank transaction and other important credentials to our employees / agents / affiliates/ personnel, as we do not ask for the same

Publicly available information:

When you post an item for sale using our Services, you may choose to make certain personal information visible to other CLAFR users. This may include your first name, last name, your email address, your location and your contact number. Please note, any information you provide to other users can always be shared by them with others so please exercise discretion in this respect.

Log Data:

Similar to many mobile applications, we gather information that your device transmits whenever you access our application (“Log Data”).

This Log Data may encompass details such as your device's Internet Protocol (“IP”) address, type of device, device version, the specific pages of our application you visit, the date and time of your visit, the duration spent on those pages, and other relevant statistics.

Additionally, we may employ third-party services like Google Analytics to collect, monitor, and analyze this data.

Third-Party Links:

Our app may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites.

Cookies:

- We, and third parties with whom we partner, may use cookies, pixel tags, web beacons, mobile device IDs, “flash cookies” and similar files or technologies to collect and store information in respect to your use of the site and track your visits to third party websites.
- We also use cookies to recognize your browser software and to provide features such as recommendations and personalization.
- Third parties whose products or services are accessible or advertised through the site, including social media sites, may also use cookies or similar tools, and we advise you to check their privacy policies for information about their cookies and the practices followed by them. We do not control the practices of third parties and their privacy policies govern their interactions with you.
- In order to improve our Services, we will sometimes share your non-identifiable information with analytics providers that help us analyze how people are using our Platform/Service. We, share your information with them in non-identifiable form for monitoring and reporting the effectiveness of the campaign delivery to our business partners and for internal business analysis.

Communications:

We may utilize your Personal Information to reach out to you with newsletters, marketing communications, or promotional materials.

Reporting Inappropriate User-Generated Content:

Inappropriate content can occasionally be found on user-generated content platforms. We strive to maintain a safe and secure community; however, you may encounter undesirable content before we have the opportunity to remove it. If you come across any objectionable material, please report it to us. CLAFR enforces a strict zero-tolerance policy regarding such content.

Objectionable content includes, but is not limited to: (i) sexually explicit materials; (ii) obscene, defamatory, slanderous, violent, unlawful content, or profanity; and (iii) content that advocates for the sale or use of illegal or regulated substances.

While we expect all users to adhere to our Community Guidelines and reserve the right to monitor for violations, we cannot ensure that every user will consistently follow these guidelines. We retain the authority to review and take action on any User-Generated Content that you report.

Any user has the ability to flag content they find objectionable for review. If you believe that any content submitted to our services breaches the Community Guidelines, or if you suspect misuse of User-Generated Content, please notify our support team. Our maintenance team will moderate the content to ensure the prompt removal of any objectionable material. User accounts confirmed to have posted inappropriate content will face restrictions on their use of the CLAFR application.

We are not liable for any harm you may experience as a result of objectionable User-Generated Content or another user's non-compliance with our Community Guidelines.

Security:

We prioritize the protection of your Personal Information; however, it is important to note that no method of transmission over the Internet or electronic storage can be deemed completely secure. While we make every effort to employ commercially reasonable measures to safeguard your Personal Information, we cannot assure its absolute security.

Changes to This Privacy Policy:

This Privacy Policy is effective as of March 25, 2025, and will continue to be in effect unless any future changes are made to its terms, which will take effect immediately upon being posted on this page.

We reserve the right to modify or update our Privacy Policy at any time, and we encourage you to review this Privacy Policy periodically. Your ongoing use of the Service following the posting of any changes will signify your acceptance of those changes and your agreement to comply with the revised Privacy Policy.

In the event of significant changes to this Privacy Policy, we will inform you either via the email address you have provided or by displaying a prominent notice within our application.

When you register to access our Services, we may collect the following information about you:

1. If you register using your Google account, we will gather your first name, last name, email address, and phone number.
2. If you register through your Facebook account, we will collect your first name, last name as displayed on your Facebook profile, Facebook IDs, and the URL of your profile picture. If you have granted permission to Facebook via their in-app privacy settings prior to registering on our Platform, we may also collect your gender, age, or email address based on the permissions you have provided. If you register using your mobile number, we will only collect that mobile number.
3. When you utilize our chat feature to interact with other users, we will gather any information you choose to share with them through this feature.

Based on the selections you make while logging into our Services or during your engagement with them, you may choose to provide the following additional personal information:

Your Name:

E-mail Address:

Mobile Number:

What is the purpose of processing your personal information?

We will utilize your personal data only when permitted by law. Typically, we will process your personal information in the following situations:

- To fulfill the contract we are about to enter into or have already established with you.
- When it is essential for our legitimate interests to enhance our Services and ensure a safe and secure Platform for you.
- To meet any legal or regulatory requirements.

For legal purposes we may share your information when we believe in good faith that such sharing is reasonably necessary in order to investigate, prevent, or take action regarding possible illegal activities or to comply with legal process. We may also share your information to investigate and address threats or potential threats to the physical safety of any person, to investigate and address violations of this Privacy Policy or the Company's Terms of Service, or to investigate and address violations of the rights of third parties and/or to protect the rights, property and safety of the Company, our employees, users, or the public. This may involve the sharing of your information with law enforcement, government agencies, courts, and/or other

organizations on account of legal requests such as subpoena, court order or government demand to comply with the law.

Permissible Age:

- The Services are not intended for users under the age of 18 (eighteen), unless permitted under applicable local laws (Permissible Age). We do not knowingly collect any personal information from users or market to or solicit information from anyone under the age of 18 and use of our Services is available only to persons who can form a legally binding contract under the Indian Contract Act, 1872. In the event such data is inadvertently collected, it shall be deleted upon verification.
- If you are under the age of 18 years then you must use the Services under the supervision of your parent, or legal guardian. If we become aware that a person submitting personal information is under the age of 18 years, we will delete the account and any related information as soon as possible.

Request to Delete Your Account:

You have the option to delete your CLAFR account at any time (accessible under Profile > Delete > Delete Account). Please note that it may take up to 365 days to remove your information after we initiate the account deletion process or receive a deletion request. Users can reach out to info@clafr.in to reactivate their account within the 365-day period.

Your Consent:

By accessing or using the Services or by providing your information, you consent to the collection, use, storage, disclosure and otherwise processing of your information (including sensitive personal information) on the Services in accordance with this Privacy Policy. If you disclose to us any personal information relating to other people, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

Grievance Officer:

In accordance with Information Technology Act, 2000 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, the name and contact details of the Grievance Officer are provided below:

Name - need not be an advocate

Address -

email id:

Get in Touch:

If you have any inquiries regarding this Privacy Policy, please feel free to contact us.