

PRIVACY POLICY

Welcome! We Krayadotshop Private Limited provide a video-powered marketplace to bring together enthusiasts and make it easy and safe to connect, buy and sell through entertaining content. Kraya has the motive to make e-commerce more entertaining, engaging, and humane. This Privacy Policy is designed to help you understand how we collect, use, and share your personal information and to help you understand and exercise your privacy rights.

1. SCOPE

2. PERSONAL INFORMATION WE COLLECT

3. HOW WE USE YOUR PERSONAL INFORMATION

4. HOW WE DISCLOSE YOUR PERSONAL INFORMATION

5. YOUR PRIVACY CHOICES AND RIGHTS

6. SECURITY OF YOUR PERSONAL INFORMATION

7. INTERNATIONAL DATA TRANSFERS

8. RETENTION OF PERSONAL INFORMATION

9. SUPPLEMENTAL NOTICE FOR CALIFORNIA RESIDENTS

10. SUPPLEMENTAL NOTICE FOR NEVADA RESIDENTS

11. CHILDREN'S INFORMATION

12. OTHER PROVISIONS

13. CONTACT US

SCOPE

This Privacy Policy applies to personal information processed by us, including on our websites, mobile applications, and other online or offline offerings. To make this Privacy Policy easier to read, our websites,

mobile applications, and other services, offerings, sales, marketing or events are collectively called "Services." Krayadotshop Private Limited is the controller ("Controller") for the personal information we process unless otherwise stated. For information on how to contact us, please refer to the "[Contact Us](#)" section below.

PERSONAL INFORMATION WE COLLECT

The categories of personal information we collect depend on how you interact with us, our Services, and the requirements of applicable law. We collect information that you provide to us, information we obtain automatically when you use our Services, and information from other sources such as third-party services and organizations, as described below.

Personal Information You Provide to Us Directly

We may collect the following personal information that you provide to us:

Name and Contact Information. We may collect information when you create an account or use our Services, such as first and last name, email address, postal address, phone number, and other contact data.

Credentials. We may collect passwords, password hints, and similar security information used for authentication and account access.

Purchases. We may collect personal information and details associated with your purchases, including payment information. Any payments made via our Services are processed by **Stripe**. **Stripe** may also collect a picture of your government-issued ID for identification verification purposes when you make purchases via the Services. You may find their privacy policy at <https://stripe.com/privacy>. We do not directly collect or store any payment card numbers entered through our Services, but we may receive information associated with your payment card information (e.g., your billing details).

Your Communications with Us. We may collect personal information, such as email address, phone number, or mailing address when you request information about our Services, register for our newsletter or loyalty program, request customer or technical support, apply for a job, or otherwise communicate with us.

Surveys. We may contact you to participate in surveys. If you decide to participate, you may be asked to provide certain information which may include personal information.

Interactive Features. We and others who use our Services may collect personal information that you submit or make available through our interactive features (e.g., messaging and chat features, commenting functionalities, forums, blogs, and social media pages). Any information you provide using the public sharing features of the Services (referred to herein as "User Content") will be considered "public," unless otherwise required by applicable law, and is not subject to this Privacy Policy. Please exercise caution before revealing any information that may identify you in the real world to other users.

Video content (Content shared by the sellers). When you share videos of the entertaining products on our Services, we may record and store your video content, including your image and voice, for a limited period of time. We may use such recordings for transaction verification and fraud prevention purposes.

Content sharing (Seller's content being shared by the buyers on our application). When you upload video content of the product on our Services, other users will be able to share your content with others, including your image and voice on their personal social media channels outside the Services.

Local Pickup Information. We may collect your postal address to determine your distance from other users to facilitate local pickups from buyers near you. If you are a seller and choose to allow for a local pickup, your zip code will be made public and your postal address will be shared with buyers who opt to do a local pickup from you. If you are a seller, you can choose to publish your postal address on your profile.

Conferences, Trade Shows, and Other Events. We may collect personal information from individuals when we attend conferences, trade shows, and other events.

Business Development and Strategic Partnerships. We may collect personal information from individuals and third parties to assess and pursue potential business opportunities.

Job Applications. We may post job openings and opportunities on our Services. If you reply to one of these postings by submitting your application, CV and/or cover letter to us, we will collect and use your information to assess your qualifications.

Personal Information Collected Automatically

We may collect the following personal information automatically when you use our Services:

Device and Usage Information. We may collect certain information automatically when you use our Services, such as your Internet protocol (IP) address, user settings, MAC address, cookie identifiers, mobile carrier, mobile advertising and other unique identifiers, browser or device information, location information (including approximate location derived from IP address), and Internet service provider. We may also automatically collect information regarding your use of our Services, such as pages that you visit before, during and after using our Services, information about the links you click, the types of content you interact with, the frequency and duration of your activities, and other information about how you use our Services. In addition, we may collect information that other people provide about you when they use our Services, including information about you when they tag you.

Cookies, Pixel Tags/Web Beacons, and Other Technologies. We, as well as third parties that provide content, advertising, or other functionality on our Services, may use cookies, pixel tags, local storage, and other technologies ("Technologies") to automatically collect information through your use of our Services.

Cookies. Cookies are small text files placed in device browsers that store preferences and facilitate and enhance your experience.

Pixel Tags/Web Beacons. A pixel tag (also known as a web beacon) is a piece of code embedded in our Services that collects information about engagement on our Services. The use of a pixel tag allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include web beacons in e-mails to understand whether messages have been opened, acted on, or forwarded.

Our uses of these Technologies fall into the following general categories:

Operationally Necessary. This includes Technologies that allow you access to our Services, applications, and tools that are required to identify irregular website behaviour, prevent fraudulent activity and improve security or that allow you to make use of our functionality;

Performance-Related. We may use Technologies to assess the performance of our Services, including as part of our analytic practices to help us understand how individuals use our Services (*see Analytics below*);

Functionality-Related. We may use Technologies that allow us to offer you enhanced functionality when accessing or using our Services. This may include identifying you when you sign into our Services or keeping track of your specified preferences, interests, or past items viewed;

Advertising- or Targeting-Related. We may use first-party or third-party Technologies to deliver content, including ads relevant to your interests, on our Services or on third-party websites.

See "[Your Privacy Choices and Rights](#)" below to understand your choices regarding these Technologies.

Analytics. We may use Technologies and other third-party tools to process analytics information on our Services. Some of our analytics partners include:

Google Analytics. For more information, please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt out of Google Analytics' use of your information, please click [here](#).

Segment. For more information about Segment, please visit [Segment's Privacy Policy](#).

AppsFlyer. For more information about AppsFlyer, please visit [AppsFlyer's Privacy Policy](#).

Facebook Connect. For more information about Facebook's use of your personal information, please visit [Facebook's Data Policy](#). To learn more about how to opt-out of Facebook's use of your information, please click [here](#) while logged in to your Facebook account.

Social Media Platforms. Our Services may contain social media buttons such as Instagram, TikTok, Twitter and Facebook (that might include widgets such as the "share this" button or other interactive mini programs). These features may collect information such as your IP address, which page you are visiting on our Services, and may set a cookie to enable the feature to function properly. Your interactions with these platforms are governed by the privacy policy of the company providing it.

Personal Information Collected from Other Sources

We may obtain personal information about you from other sources, including through third-party services and organizations. For example, if you access our Services through a third-party application, such as an app store, a third-party login service, or a social networking site, we may collect personal information about you from that third-party application that you have made available via your privacy settings.

HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information for a variety of business purposes, including to provide our Services, for administrative purposes, and to market our products and Services, as described below.

Provide Our Services

We use your personal information to provide you with our Services, such as:

Managing your information and accounts;

Providing access to certain areas, functionalities, and features of our Services;

Fulfilling and managing your orders, payments, returns, and exchanges made through the Services;

Answering requests for customer or technical support;

Communicating with you about your account, activities on our Services, and policy changes;

Enabling our payment processor to process your financial information and other payment methods for products or Services purchased;

Processing applications if you apply for a job with us.

Administrative Purposes

We use your personal information for various administrative purposes, such as:

Pursuing our legitimate interests such as research and development (including marketing research), network and information security, and fraud prevention;

Detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity;

Measuring interest and engagement in our Services;

Short-term, transient use, such as contextual customization of ads;

Improving, upgrading or enhancing our Services;

Developing new products and Services;

Ensuring internal quality control and safety;

Authenticating and verifying individual identities, including requests to exercise your rights under this policy;

Debugging to identify and repair errors with our Services;

Auditing relating to interactions, transactions and other compliance activities;

Sharing personal information with third parties as needed to provide the Services;

Enforcing our agreements and policies; and

Complying with our legal obligations.

Marketing and Advertising our Products and Services

We may use personal information to tailor and provide you with content and advertisements. We may provide you with these materials as permitted by applicable law.

Some of the ways we market to you include email campaigns, custom audience advertising, and "interest-based" or "personalized advertising," including through cross-device tracking.

If you have any questions about our marketing practices or if you would like to opt out of the use of your personal information for marketing purposes, you may contact us at any time as set forth in "[Contact Us](#)" below.

Other Purposes

We also use your personal information for other purposes as requested by you or as permitted by applicable law.

Consent. We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information or with your consent.

Automated Decision Making. We may engage in automated decision-making, including profiling for anti-fraud purposes. Krayadotshop's processing of your personal information will not result in a decision based solely on automated processing that significantly affects you unless such a decision is necessary as part of a contract we have with you, we have your consent, or we are permitted by law to engage in such automated decision making. If you have questions about our automated decision-making, you may contact us as set forth in "[Contact Us](#)" below.

Customizations. We may use your personal information to improve your user experience on the Services by providing content recommendations in your feed such as sellers, items or products that you may find interesting based on the actions you take on the Services.

De-identified and Aggregated Information. We may use personal information and other information about you to create de-identified and/or aggregated information, such as de-identified demographic information, de-identified purchase information, information about the device from which you access our Services, or other analyses we create. This information does not identify you or other users directly and is not personal information subject to this Privacy Policy.

Share Content with Friends. Our Services may offer various tools and functionalities. For example, we may allow you to provide personal information about your friends, or your friends to provide personal information about you, through our referral services. Our referral services may allow you to forward or share certain content with a friend, such as an email inviting your friend to use our Services. Please only share with us the contact information of people with whom you have a relationship (e.g., relative, friend, neighbour, or co-worker).

HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We disclose your personal information to third parties for a variety of business purposes, including to provide our Services, to protect us or others, or in the event of a major business transaction such as a merger, sale, or asset transfer, as described below.

Disclosures to Provide Our Services

The categories of third parties with whom we may share your personal information are described below.

Service Providers. We may share your personal information with our third-party service providers who use that information to help us provide our Services. This includes service providers that provide us with IT support, hosting, payment processing, customer service, and related services.

Business Partners. We may share your personal information with business partners to provide you with a product or service you have requested. We may also share your personal information to business partners with whom we jointly offer products or services.

Affiliates. We may share your personal information with our company affiliates for our administrative purposes, including activities such as IT management, for them to provide services to you or support and supplement the Services we provide. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

Other Users/Website Visitors. As described above in "[Personal Information We Collect](#)," our Services allow you to share your profile and/or User Content with other users/publicly, including those who do not use our Services.

Advertising Partners. We may share your personal information with third-party analytics and advertising partners. These third-party analytics and advertising partners may set Technologies and other tracking tools on our Services to collect information regarding your activities and your device (e.g., your IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this information (and similar information collected from other services) for the purposes of delivering personalized advertisements to you when you visit digital properties within their networks. This practice is commonly referred to as "interest-based advertising" or "personalized advertising."

APIs/SDKs. We may use third-party Application Program Interfaces ("APIs") and Software Development Kits ("SDKs") as part of the functionality of our Services. For more information about our use of APIs and SDKs, please contact us as set forth in "[Contact Us](#)" below.

Disclosures to Protect Us or Others

We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal processes, such as a court order or subpoena; protect your, our, or others'

rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

Disclosure in the Event of Merger, Sale, or Other Asset Transfers

If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, your personal information may be sold or transferred as part of such a transaction, as permitted by law and/or contract.

YOUR PRIVACY CHOICES AND RIGHTS

Your Privacy Choices. The privacy choices you may have about your personal information are determined by applicable law and are described below.

Email and Telephone Communications. If you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails. Note that you will continue to receive transaction-related emails regarding products or Services you have requested. We may also send you certain non-promotional communications regarding us and our Services, and you will not be able to opt out of those communications (e.g., communications regarding our Services or updates to our Terms or this Privacy Policy). We process requests to be placed on do-not-mail, do-not-phone, and do-not-contact lists as required by applicable law.

Text Messages. You may opt out of receiving text messages from us by updating your preferences in your account or by otherwise contacting us as described in "[Contact Us](#)" below.

Mobile Devices. We may send you push notifications through our mobile application. You may opt-out of receiving these push notifications by changing the settings on your mobile device. With your consent, we may also collect precise location-based information via our mobile application. You may opt out of this collection by changing the settings on your mobile device.

" Do Not Track. " Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honour DNT signals or similar mechanisms transmitted by web browsers.

Cookies and Interest-Based Advertising. You may stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, our Services may not work properly. Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of personalized advertisements on some mobile applications by following the instructions for [Android](#), [iOS](#) and [others](#). The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#), [the Digital Advertising Alliance](#), [the European Digital Advertising Alliance](#), and [the Digital Advertising Alliance of Canada](#). Please note you must separately opt out in each browser and on each device.

Your Privacy Rights. In accordance with applicable law, you may have the right to:

Access Personal Information about you, including: (i) confirming whether we are processing your personal information; (ii) obtaining access to or a copy of your personal information;

Request Correction of your personal information where it is inaccurate, incomplete or outdated. In some cases, we may provide self-service tools that enable you to update your personal information;

Request Deletion, Anonymization or Blocking of your personal information when processing is based on your consent or when processing is unnecessary, excessive or non-compliant;

Request Restriction of or Object to our processing of your personal information when processing is non-compliant;

Withdraw your Consent to our processing of your personal information. If you refrain from providing personal information or withdraw your consent to processing, some features of our Service may not be available;

Request data portability and receive an electronic copy of the personal information that you have provided to us;

Be informed about third parties with which your personal information has been shared; and

Request the review of decisions taken exclusively based on automated processing if that could affect data subject rights.

Request to Opt-Out of Certain Processing Activities including, as applicable, if we process your personal information for “targeted advertising” (as “targeted advertising” is defined by applicable privacy laws), if we “sell” your personal information (as “sell” is defined by applicable privacy laws), or if we engage in “profiling” in furtherance of certain “decisions that produce legal or similarly significant effects” concerning you (as such terms are defined by applicable privacy laws);

Appeal our Decision to decline to process your request.

If you would like to exercise any of these rights, please contact us as set forth in "[Contact Us](#)" below. We will process such requests in accordance with and to the extent required by applicable laws.

SECURITY OF YOUR PERSONAL INFORMATION

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Services. While we use these precautions to safeguard your information, no system is 100% secure, and we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf. To the fullest extent permitted by applicable law, we do not accept liability for unauthorized disclosure.

By using our Services or providing personal information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of our Services. If we learn of a security system breach, we may attempt to notify you electronically by posting a notice on our Services, by mail or by sending an email to you.

RETENTION OF PERSONAL INFORMATION

We store the personal information we collect as described in this Privacy Policy for as long as you use our Services or as necessary to fulfil the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

Disclosure Regarding Sensitive Personal Information. Krayadotshop Private Limited only uses and discloses [sensitive personal information](#) for the following purposes:

- To prevent, detect, and investigate security incidents compromising the availability, authenticity, integrity, and confidentiality of stored or transmitted personal information.
- To resist malicious, deceptive, fraudulent, or illegal actions directed at Krayadotshop Private Limited and to prosecute those responsible for those actions.
- To verify user identity in limited circumstances (e.g., government ID verification).
- For purposes that *do not* infer characteristics about individuals.

De-Identified Information. If we create or receive de-identified information, we will not attempt to reidentify such information, except to comply with applicable law.

Refer-a-Friend and Similar Financial Incentive Programs. As described above in [How We Use Your Personal Information](#) ("[Share Content with Friends](#)"), we may offer referral programs or other incentivized data collection programs. For example, we may offer incentives to you such as discounts or promotional items or credit in connection with these programs, wherein you provide your personal information in exchange for a reward, or provide personal information regarding your friends (such as their email address) and receive rewards when they sign up to use our Services. (The referred party may also receive rewards for signing up via your referral.) These programs are entirely voluntary and allow us to grow our business and provide additional benefits to you. The value of your data to us depends on how you ultimately use our Services, whereas the value of the referred party's data to us depends on whether the referred party ultimately becomes a user and uses our Services. Said value will be reflected in the incentive offered in connection with each program.

Accessibility. This Privacy Policy uses industry-standard technologies and was developed in line with the World Wide Web Consortium's Web Content Accessibility Guidelines, version 2.1. If you wish to print this policy, please do so from your web browser or by saving the page as a PDF.

OTHER PROVISIONS

Third-Party Websites/Applications. The Services may contain links to other websites/applications and other websites/applications may reference or link to our Services. These third-party services are not controlled by us. We encourage our users to read the privacy policies of each website and application with

which they interact. We do not endorse, screen or approve, and are not responsible for, the privacy practices or content of such other websites or applications. Providing personal information to third-party websites or applications is at your own risk.

Changes to our Privacy Policy. We may revise this Privacy Policy from time to time in our sole discretion. If there are any material changes to this Privacy Policy, we will notify you to the extent required by applicable law. You understand and agree that you will be deemed to have accepted the updated Privacy Policy if you continue to use our Services after the new Privacy Policy takes effect.

CONTACT US

If you have any questions about our privacy practices or this Privacy Policy, or to exercise your rights as detailed in this Privacy Policy, please email us at privacy@kraya.shop or contact us at:

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Bihar, India