

Privacy Policy

1. INTRODUCTION

This Privacy Policy describes how [BUSINESS NAME] ("we", "us", "our") collects, uses, processes, stores, and protects your personal information when you use our matrimonial platform, in compliance with applicable Indian data protection and information technology laws.

2. INFORMATION WE COLLECT

Personal Information:

- Basic details: Name, age, date of birth, gender, contact information
- Identity verification: Government-issued ID documents as per regulatory requirements
- Address proof for verification purposes
- Matrimonial preferences and family background
- Educational and professional details
- Religious and community information
- Photographs and profile images

Sensitive Personal Data:

- Financial information (if provided voluntarily)
- Physical, physiological details (height, weight, health status)
- Biometric information (if collected for verification)
- Religious beliefs and caste details
- Personal beliefs, interests, habits, etc

Technical Information:

- IP addresses (stored for a legally required period from profile activation)
- Device information and browser details
- Usage patterns and platform interaction data
- Cookies and similar tracking technologies

3. LEGAL BASIS FOR PROCESSING

We process your personal data based on:

- Consent: Your explicit consent for matrimonial services
- Contractual necessity: To provide matrimonial services as per our agreement
- Legal obligations: Compliance with applicable laws and government advisories
- Legitimate interests: Platform security, fraud prevention, and service improvement

4. HOW WE USE YOUR INFORMATION

Primary Purposes:

- Facilitating matrimonial connections between users
- Profile matching and recommendation services
- Identity and address verification as mandated by law
- Communication facilitation between potential matrimonial partners

Secondary Purposes:

- Platform security and fraud prevention
- Legal compliance and regulatory reporting
- Service improvement and analytics
- Customer support and grievance resolution

5. INFORMATION SHARING AND DISCLOSURE

With Other Users: Profile information is shared with other registered users for matrimonial purposes based on matching criteria and user preferences.

Legal Requirements: We may disclose information when required by:

- Valid legal processes (court orders, warrants)
- Law enforcement agencies for investigation purposes
- Regulatory compliance under applicable laws and guidelines

Third Parties: We do not sell or rent personal information to third parties.

Limited sharing occurs with:

- Identity verification service providers
- Payment processors for premium services
- Cloud storage and hosting providers

6. DATA RETENTION

- Active Profiles: Data retained while account is active
- IP Address Logs: Retained for the period required by law
- Verification Documents: Retained for compliance purposes
- Communication Records: Retained for dispute resolution
- Inactive Accounts: Data deleted after [X] years of inactivity

7. USER RIGHTS

Right to Access: Request copies of your personal data we hold

Right to Correction: Update or correct inaccurate information

Right to Portability: Receive your data in a structured, machine-readable format

8. COOKIES AND TRACKING

We use cookies and similar technologies for:

- Platform functionality and user experience
- Security and fraud prevention
- Analytics and performance monitoring
- Targeted advertising (with consent)

Users can control cookie preferences through browser settings.

9. CROSS-BORDER DATA TRANSFERS

If personal data is transferred outside India, we ensure adequate protection through:

- Standard contractual clauses
- Adequacy decisions by competent authorities
- Explicit user consent for international transfers

10. CHILDREN'S PRIVACY

Our platform is not intended for users under 18 years of age. We do not knowingly collect personal information from minors. If we become aware of such collection, we will delete the information immediately.

11. UPDATES TO PRIVACY POLICY

We may update this policy periodically. Significant changes will be communicated through Updated effective date at the top of this policy.