

## Privacy Policy

### 1. Overview & Scope

Sevora Technologies Private Limited, along with its affiliates (hereinafter collectively referred to as "SEVORA", "we", "us", or "our"), is committed to upholding the trust you place in us and recognizes the critical importance of ensuring the security of transactions and safeguarding your personal information. This Privacy Policy sets forth the manner in which SEVORA collects, uses, shares, protects, and otherwise processes personal data through its website under the brand name "SEVORA" (referred to as the "Platform").

Please be advised that while certain sections of the Platform may be accessible without the need for registration, SEVORA does not offer any product or service through the Platform to users located outside the territorial jurisdiction of India. Accordingly, your personal data will primarily be stored and processed within the Republic of India.

By accessing or using the Platform, submitting your personal information, or availing any products or services made available thereon, you expressly acknowledge and consent to be bound by the terms and conditions of this Privacy Policy, the Terms of Use, and any other applicable service-specific or product-specific terms and conditions. Furthermore, you agree that your access and use of the Platform, and any dispute arising therefrom, shall be governed by and construed in accordance with the laws of India, including but not limited to the laws relating to data protection and privacy.

### 2. Information we collect

SEVORA collects your personal data, including information relating to your identity and demographic details, when you use the Platform, access services, or otherwise interact with us in the course of our relationship. This includes related information that may be provided from time to time. The types of personal data we may collect include, but are not limited to, information provided during sign-up, registration, or while using the Platform, such as your name, date of birth, address, telephone or mobile number, email address, and any data shared as proof of identity or address. In accordance with applicable law and subject to your explicit consent where required, we may also collect certain sensitive personal data, which may include, without limitation, your bank account details, credit or debit card or other payment instrument information, or biometric data such as facial features or other physiological characteristics. This collection may occur to facilitate the use of specific features you may opt into, which are made available on the Platform to assist with your shopping experience.

In addition to the foregoing, we may collect information including, but not limited to, your shopping behaviour, user preferences, call data records, device location, voice data, browsing history, and any other personal information you may provide to us periodically. Our primary objective in collecting such data is to provide you with a secure, efficient, seamless, and personalized experience. This enables us to offer services and features tailored to your requirements and to customize the Platform in a way that enhances safety and ease of use. In general, you may browse the Platform without disclosing your identity or revealing any personal data. However, upon voluntarily submitting your personal data, you will no longer remain anonymous to us. Wherever feasible, we indicate mandatory and optional data fields. You retain the right to withhold specific information by choosing not to use certain services or features offered on the Platform.

We may monitor and analyze your buying behaviour, preferences, and other information that you voluntarily provide on the Platform. Such data may be used to perform research into user demographics, interests, and behavioural patterns for the purpose of better understanding and serving our user base. This data is compiled and analyzed in aggregated form. Information that may be collected for these purposes can include, without limitation, the URL you visited prior to accessing the Platform (whether on our Platform or another), the URL you visit next (whether on our Platform or not), your browser details, and your IP address.

If you enroll in our loyalty program or in a third-party loyalty program facilitated through SEVORA, we may collect and store personal data such as your name, contact number, email address, communication

address, date of birth, gender, postal code, lifestyle information, demographic data, and employment details, as shared either directly by you or by the third-party business partner managing the respective platform. We may also collect details pertaining to your transactions on both our Platform and those of the applicable third-party partner. Where your personal data is collected directly by a third-party business partner, such data will be subject to that partner's privacy policies. SEVORA disclaims any responsibility or liability for the privacy practices of such third-party business partners or the content of their privacy policies, and you are advised to read those policies carefully before disclosing any information to such entities.

In the event that you set up an account with us or carry out transactions on the Platform, we may request additional information such as your billing address, payment instrument details, and tracking information derived from cheques or money orders. Such data is necessary to provide the relevant services, enable transactions, or process refunds in the case of cancelled transactions.

If you choose to post messages on our message boards, write personalized messages, upload images or photos, submit content to gift card message boxes, participate in chat rooms or other interactive message areas, leave product reviews or feedback, or use voice commands to shop via the Platform, we will collect the information you provide through these channels. Please note that images shared by you may also be used by us. Any content or messages you post will be considered public information and may be accessible to others; accordingly, you are advised to exercise caution when posting personal details, photographs, or feedback in such areas.

We retain the information collected as necessary for purposes including, but not limited to, dispute resolution, customer support, internal research, and the diagnosis and resolution of technical issues, all as permitted by applicable law. If you send us personal correspondence, including but not limited to emails or letters, or if other users or third parties send us correspondence regarding your activities or postings on the Platform, we may maintain a file specific to you containing such information.

Although certain sections of our Platform may be accessible without registration, activities such as placing orders, accessing online content or services, or participating in events, require you to register as a user. We may use your contact details to send you promotional offers based on your prior purchases, stated interests, or user preferences.

If you receive a phone call or email from any person or organization claiming to represent SEVORA and requesting personal information such as your debit or credit card PIN, net banking credentials, or mobile banking password, we strongly advise you not to disclose such information. Neither SEVORA nor its affiliate logistics partners will ever contact you to request such sensitive data. In the event you have inadvertently disclosed such information, you are advised to report the incident immediately to the appropriate law enforcement authorities.

### 3. How we Use your Data

We use your personal data for the purpose of providing the services that you request from us. In instances where your personal data is used for direct marketing purposes, we will provide you with the opportunity to opt out of such usage. Your personal data is also used to facilitate our interactions with sellers and business partners for the purposes of managing and fulfilling your orders, enhancing overall customer experience, resolving disputes, diagnosing and addressing problems, promoting a secure service environment, collecting payments, gauging consumer interest in our products and services, and informing you about both online and offline offers, new products, services, and updates. In addition, we use personal data to personalize your experience on the Platform, detect and prevent fraud, errors, and other unlawful activities, enforce our terms and conditions, conduct marketing and consumer research, perform data analytics, administer surveys, and for any other purposes specifically disclosed to you at the time of data collection.

We may request your explicit consent to access certain features and functionalities of your device, including but not limited to text messages (SMS), instant messaging platforms, contacts in your directory, camera, photo gallery, device location, and device-related information. Such access may be requested for the following purposes: (i) to enable commercial communications regarding your orders or other products and services; and (ii) to improve your experience on the Platform and ensure you are able to access products and services offered by sellers, affiliates, business partners, or lending partners through

the Platform. You acknowledge and understand that your access to certain products or services may be limited or restricted if the requisite permissions are not granted.

As part of our ongoing commitment to enhancing our products and services, we collect and analyze demographic and profile data concerning user activities on the Platform. We may utilize your Internet Protocol (IP) address for diagnostic purposes related to our server operations and to help administer the Platform. Your IP address may also be used for the purpose of identifying you, as well as for compiling and analyzing broad demographic information.

From time to time, we may invite you to participate in surveys conducted either directly by us or via authorized third-party market research agencies. These surveys may request personal data, including but not limited to contact information, gender, date of birth, postal code, age, income level, interests, household details, lifestyle characteristics, purchasing behaviour, historical transaction preferences, or any other information you may voluntarily choose to provide. Participation in such surveys is entirely voluntary. Depending on the nature of the survey, data collection may also include voice recordings or video recordings.

Information collected through such surveys or analytics may be used to customize your experience on the Platform, present content that aligns with your interests, and display features or offerings based on your indicated preferences.

#### 4. Use of Cookies & Tracking Technology

We utilize data collection tools and technologies, including but not limited to “cookies,” on certain pages of the Platform for the purposes of analyzing web page traffic, evaluating the effectiveness of promotional activities, and enhancing trust and safety within the Platform. Cookies are small text files that are placed on your device's hard drive, which assist us in delivering our services more efficiently. These cookies do not contain any of your personal data.

Certain features of the Platform are made available exclusively through the use of cookies. For instance, cookies may be employed to reduce the frequency with which you are required to enter your password during a browsing session. They also enable us to present content or information that aligns with your interests and preferences. Most cookies used by the Platform are “session cookies,” which are automatically deleted from your device's storage at the conclusion of your session.

You have the option to decline or delete our cookies at any time, provided that your browser settings allow for such actions. However, please note that declining or deleting cookies may affect the functionality of certain features of the Platform, and you may be required to re-enter your password more frequently during a session.

In addition to our own cookies, you may also encounter cookies or similar tracking technologies on specific pages of the Platform that are deployed by third parties. We do not exercise control over the use of cookies or similar technologies implemented by such third parties. Accordingly, their use is governed by their respective privacy policies and practices.

We may also use cookies from third-party service providers, such as Google Analytics, for marketing, performance monitoring, and analytical purposes. Google Analytics assists us in understanding user interactions with our Platform, including how customers navigate and engage with our content and services. For more information about how Google uses personal data in connection with its services, you may refer to Google's privacy documentation/s. If you wish to opt out of data collection by Google Analytics, you may do so by contacting us at [support@sevara.com](mailto:support@sevara.com)

#### 5. Data Sharing & Disclosure

We may share your personal data internally within the Viacon Group of entities, including but not limited to Viacon Marketing and Technologies Private Limited, Viacon Retail Private Limited, and other corporate entities, affiliates, and related companies, as well as with third parties such as credit bureaus and business partners (including Unified Payments Interface (UPI) platforms), for the purpose of enabling access to the services and products offered by them. This sharing of data may be undertaken to facilitate your access to such services or products. As a result of such data sharing, these entities and

affiliates may market their products or services to you unless you have explicitly exercised your right to opt out.

We may also disclose your personal data to third parties including issuers of prepaid payment instruments, third-party reward program providers, and other payment solution providers as chosen or authorized by you. Such disclosures may be necessary to provide you with access to our services or products, to comply with applicable legal or regulatory obligations, to enforce the terms of our user agreement, to support our marketing and advertising initiatives, and to prevent, detect, mitigate, or investigate fraudulent, unauthorized, or unlawful activities associated with the use of our services.

We may further disclose personal data, including sensitive personal data or information, to governmental authorities or other duly authorized law enforcement agencies if such disclosure is required by applicable law, or if made in good faith where such disclosure is reasonably deemed necessary for the purpose of responding to subpoenas, court orders, or other legal processes. Additionally, personal data may be disclosed to law enforcement agencies, third-party rights holders, or other concerned entities where such disclosure is reasonably necessary, in good faith, to: enforce our Terms of Use or Privacy Policy; respond to allegations or claims that any content, advertisement, or posting on the Platform infringes the rights of a third party; or to protect the rights, property, or personal safety of our users or the general public.

In the event that we, or any of our affiliates, undergo any form of business reorganization, amalgamation, restructuring, merger, or acquisition—whether involving a sale or transfer of assets—your personal data may be shared with or transferred to the relevant third-party business entity or entities involved in such a transaction. In such cases, the successor or resulting entity will be contractually obligated to process and protect your personal data in accordance with the terms set forth in this Privacy Policy.

## 6. Third Party Websites

The Platform may contain links to external websites that may independently collect personal data about you. SEVORA disclaims any responsibility or liability for the privacy practices, data protection measures, or the content of such third-party linked websites. Your access to and interaction with such websites shall be governed solely by the terms of use and privacy policies applicable to those external sites.

## 7. Data Security Measures

To safeguard your personal data from unauthorized access, disclosure, loss, or misuse, we implement reasonable security practices and procedures that are aligned with internationally recognized standards, which is widely acknowledged as one of the highest benchmarks for information security management systems. Whenever you access your account information through the Platform, we provide the option to do so via a secure server.

While we endeavor to protect data transmission, it is acknowledged that the transmission of information over the internet cannot be guaranteed to be entirely secure due to factors beyond our control. Accordingly, we adopt industry-standard security measures and regularly update our systems to defend against unauthorized access, hacking attempts, and the spread of malicious software or viruses.

However, by using the Platform, users acknowledge and accept the inherent security risks associated with data transmission over the internet and the World Wide Web, which cannot be fully eliminated. Therefore, while we take all reasonable precautions, absolute security cannot be assured.

Users are solely responsible for maintaining the confidentiality and security of their login credentials, including usernames and passwords associated with their accounts on the Platform, and must take appropriate measures to safeguard such information.

## 8. Communication preferences/Opt-out

We provide all users with the opportunity to opt out of receiving non-essential communications, including promotional and marketing-related messages, following the creation of an account on the Platform. If you do not wish to receive such promotional communications from us, you may exercise

your right to unsubscribe by clicking on the unsubscribe link provided in the respective email communication or by visiting our Help Center accessible through the homepage of the Platform, where you may follow the applicable process to unsubscribe or opt out.

## 9. Advertisements and Tracking

We engage third-party advertising companies to display ads when you visit our Platform. These companies may collect information (excluding your name, address, email address, or phone number) about your visits to this Platform and other websites to deliver advertisements tailored to your interests. You can choose to opt out of personalized advertising tracking by adjusting the "Opt out of Ads Personalization" settings on the website. Once this feature is activated, SEVORA will no longer have access to your GAID.

## 10. Children's Privacy

Use of our Platform is restricted to individuals who are capable of forming a legally binding contract under the Indian Contract Act, 1872. We do not knowingly solicit or collect personal data from individuals under the age of 18 years. If you have provided personal data of children under the age of 18 years, you confirm that you have the necessary authority to do so and grant us permission to use the information in accordance with this Privacy Policy.

## 11. Data Deletion and Retention

You have an option to delete your account by visiting your Profile and Settings on the website, this action would result in you losing all information related to your account. You can also write to us at the contact information provided below to assist you with these requests. By deleting your account, you will not be able to access your order history, your preferences, details of any pending orders, exchanges, return or refunds, coupons or benefits. We may in event of any pending grievance, claims, pending shipments or any other services we may refuse or delay deletion of the account. Please note, that deletion of account will not be retroactive and will be in accordance with the terms of this Privacy Policy, related Terms of Use and applicable laws. Once the account is deleted, you will lose access to the account. To access the Platform again you would need to register as a new user on our Platform. We retain your personal data information for a period no longer than is required for the purpose for which it was collected or as required under any applicable law. However, we may retain data related to you if we believe it may be necessary to prevent fraud or future abuse; to enable SEVORA to exercise its legal rights and/or defend against legal claims; or for other legitimate purposes. We may continue to retain your data in anonymised form for analytical and research purposes.

## 12. Your Rights & Control over Data

We take every reasonable measure to ensure that the personal data we process is accurate and, where necessary, kept up to date. If any of your personal data we process is found to be inaccurate (considering the purposes for which it is processed), it will be either erased or rectified. You may access, correct, and update your personal data directly through the functionalities provided on the Platform. You also have the option to withdraw any consent you have previously provided by contacting us at the information provided below. Please include "for withdrawal of consent" in the subject line of your communication. We may verify such requests before taking action. Please note that withdrawal of consent will not be retroactive and will be processed in accordance with this Privacy Policy, the related Terms of Use, and applicable laws. Withdrawing your consent may affect your access to the Platform or limit certain services we provide that require the use of that information.

## 13. Consent for Data Processing

By accessing our Platform or providing your information, you consent to the collection, use, storage, disclosure, and other processing of your information on the Platform in accordance with this Privacy Policy. In the event you disclose any personal data to us relating to other individuals, you represent that you have the requisite authority to do so and grant us permission to use the information as described in this Privacy Policy. By providing your personal data through the Platform, or any partner platforms or establishments, you consent to be contacted by us (including our corporate entities, affiliates, lending partners, technology partners, marketing channels, business partners, and other third parties) via SMS, instant messaging apps, calls, and/or emails for the purposes outlined in this Privacy Policy.

You may withdraw your consent at any time by contacting the Grievance Officer at the contact information provided below. Please ensure that "Withdrawal of consent for processing personal data" is included in the subject line of your communication. We will verify such requests before taking any action. However, please note that the withdrawal of consent will not be retroactive and will be processed in accordance with this Privacy Policy, the related Terms of Use, and applicable laws. Should you withdraw your consent under this Privacy Policy, we reserve the right to restrict or deny the provision of services for which we deem such information necessary.

#### 14. Changes to this Privacy Policy

You are advised to review our Privacy Policy periodically for any updates. We may revise this Privacy Policy to reflect changes in our information practices. In the event of significant changes, we will notify you by posting the date of the most recent update, displaying a notice on our Platform, or by sending you an email, as required by applicable law.

#### 15. Grievance Officer

Mr. Mashum Mollah

SEVORA Technologies Pvt Ltd ,

Address : 10W3, 10th Floor, WEST TOWER, Mani Casadona, Street No. 372, New Town, North 24 Parganas, Kolkata – 700160, West Bengal

Email : [mashum@sevora.in](mailto:mashum@sevora.in)

Time: Mon - Fri(9:00 - 18:00)

#### 16. Customer Support

You can reach our customer support team to address any of your queries or complaints at [support@sevora.com](mailto:support@sevora.com)

#### 17. Queries

If you have any queries, concerns, or complaints regarding the collection or use of your personal data under this Privacy Policy, please reach out to us using the contact information provided above.

Last Updated 15<sup>th</sup> July 2025.