

# PRIVACY POLICY

**Last Updated:** 12/09/2024

## 1. Introduction

**Taduri LLC (d/b/a SolelyIndian)** (“**Platform**,” “**we**,” “**us**,” or “**our**”) respects your privacy and is committed to protecting the personal information of our users, whether you are a vendor (“**Vendor**”) or a customer (“**Customer**”). This Privacy Policy explains how we collect, use, store, share, and safeguard personal information obtained through our website, mobile applications, and related services (collectively, the “**Site**”).

By accessing or using the Site, you agree to the terms of this Privacy Policy and the practices described herein. If you do not agree with this Policy, do not use our Site.

## 2. Information We Collect

### 2.1 Information You Provide:

- **Account Registration:** When you create an account as a Vendor or Customer, we may collect your name, email address, phone number, mailing address, business details (for Vendors), payment information, and login credentials.
- **Profile and Listings:** Vendors may provide service descriptions, menus, pricing, portfolio images, certifications, and other business-related information. Customers may provide preferences, requests, and feedback.
- **Communications:** If you contact us (e.g., via email, phone, or a contact form), we may collect your contact details and any information you choose to provide.

### 2.2 Information Collected Automatically:

- **Usage Data:** We may collect information about how you use our Site, including the pages viewed, links clicked, and the time you spend on the Site.
- **Device and Browser Data:** We may collect information about your device (e.g., IP address, device type, operating system, browser type) and system settings.

- **Cookies and Tracking Technologies:** We use cookies, web beacons, and similar technologies to enhance user experience, analyze Site usage, and deliver personalized content. Please review our Cookie Policy (if applicable) for more information.

### 2.3 Information from Third Parties:

- **Payment Processors:** If you use our designated payment processor (e.g., Stripe), we may receive limited information about your transactions, such as the amount and date of the transaction.
- **Third-Party Integrations:** If you choose to integrate your account with social media or other third-party services, we may receive information from those services as permitted by their policies.

## 3. How We Use Your Information

We use the personal information we collect for the following purposes:

- **To Operate the Platform:** Enable you to register, create profiles, list or find services, communicate with other users, and process payments.
- **To Provide Customer Support:** Respond to inquiries, resolve disputes, and assist in troubleshooting technical issues.
- **To Improve Our Services:** Analyze usage patterns, track performance, and enhance the Site's functionality, user interface, and content offerings.
- **To Personalize Your Experience:** Tailor recommendations, content, and communications based on your preferences, past activities, or profile information.
- **To Enforce Our Policies:** Ensure compliance with our Vendor Agreement, Customer Terms & Conditions, and this Privacy Policy, and to detect, investigate, and prevent fraud, abuse, or other misconduct.
- **To Comply with Legal Obligations:** Respond to legal requests, court orders, subpoenas, or comply with applicable laws and regulations.

## 4. Legal Bases for Processing (For EEA/UK Users)

If you reside in the European Economic Area (EEA) or the United Kingdom (UK), our legal basis for collecting and using personal information depends on the personal information collected and the context in which we collect it. Typically, we rely on:

- **Contractual Necessity:** To provide you with requested services or to take steps at your request before entering into a contract.
- **Legitimate Interests:** To improve our services, prevent fraud, and maintain the security of our Site.
- **Consent:** Where required by law, we will obtain your consent to process certain information.
- **Legal Obligations:** To comply with legal requirements or government requests.

## 5. Information Sharing and Disclosure

We may share your information as follows:

- **With Other Users:** For example, Vendors and Customers may share information directly (e.g., messages, bookings, and service details). Publicly visible information includes Vendor listings and Customer reviews.
- **Service Providers:** We engage trusted third-party providers to assist with payment processing, data analysis, customer support, marketing, hosting, and other operational functions. These providers are bound by contractual obligations to safeguard your information.
- **Legal and Compliance:** We may disclose information if required by law or in response to valid legal requests, such as subpoenas or court orders, or if we believe in good faith that disclosure is necessary to protect our rights, investigate fraud, or ensure user safety.
- **Business Transfers:** In the event of a merger, acquisition, asset sale, or other business transaction, user information may be transferred as part of the transaction. We will notify you of any such change and any choices you may have regarding your information.

## 6. Data Security and Retention

We implement reasonable administrative, technical, and physical safeguards to protect your personal information against unauthorized access, loss, theft, or misuse. However, no security measures are 100% foolproof.

We retain personal information for as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or permitted by law.

## 7. Your Rights and Choices

- **Account Information:** You may access, update, or correct your account information at any time by logging into your account settings.
- **Marketing Communications:** You may opt out of receiving promotional emails from us by following the unsubscribe instructions in the email or by contacting us.
- **Cookie Preferences:** Adjust your browser settings to manage or block cookies.
- **EEA/UK Residents:** You have the right to request access to, rectification or erasure of, or restriction of processing of your personal information, and to object to processing, as well as the right to data portability. Where processing is based on consent, you can withdraw your consent at any time.

## 8. Children's Privacy

Our Site is not intended for children under the age of 13 (or as defined by local law), and we do not knowingly collect personal information from children. If you believe we have obtained personal information from a child, please contact us, and we will take steps to delete it.

## 9. International Data Transfers

If you access or use our Site outside the United States, your information may be transferred to, stored, and processed in the United States or other countries. We take measures to ensure that international data transfers comply with applicable data protection laws.

## **10. Third-Party Links**

The Site may contain links to third-party websites or resources. We are not responsible for the privacy practices of those third parties. Please review their privacy policies before providing any personal information.

## **11. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by posting a notice on our Site or by email. Your continued use of the Site after such changes signifies your acceptance of the updated Policy.

## **12. Contact Us**

If you have any questions or concerns regarding this Privacy Policy or our data practices, please contact us at:

[support@solelyindian.com](mailto:support@solelyindian.com)