

## **EPRIVACY POLICY**

### **1. INTRODUCTION AND OVERVIEW**

The website [www.paylix.in](http://www.paylix.in) and the mobile application "PayLix" (collectively referred to as the "Platform") are owned and operated by Arthasetu Innovations Private Limited, registered at 3-12-92/180a, 3rd Floor, Rock Town Colony, LB Nagar, Mansoorabad, K.V.Rangareddy, Hayathnagar, Telangana, India, 500068 (hereinafter "PayLix", "we", "us", or "our", which includes our affiliates, successors and assigns).

At PayLix, safeguarding your information and privacy is fundamental to our business philosophy. Our Platform enables users to perform various services including vendor payments, rent payments, utility bill payments, GST remittances, and other business-related transactions (collectively, the "Services"). When using our Services, you acknowledge sole responsibility for all transactions conducted, including their nature, beneficiary selection, and any resulting tax implications. For clarity, a "Transaction" in this Policy refers to any payment instruction resulting in the transfer of funds from a user to a recipient.

This Privacy Policy outlines our practices regarding the collection, processing, storage, and utilization of your information. It is designed to help you make informed decisions about sharing your information while using our Platform and Services.

Any capitalized terms used but not defined in this Privacy Policy shall have the meanings assigned to them in our Terms of Service, available at [●].

Your personal data is valuable, and we are committed to its protection. This Privacy Policy (the "Policy") explains our practices regarding how we collect, receive, store, use, process, share, protect, and analyze your information ("User Information"). We strongly recommend that you review this Policy before using our Platform or providing any personal information.

This Policy has been developed in accordance with applicable Indian laws and regulations, particularly the Information Technology Act, 2000 and its associated rules, including the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

### **2. YOUR CONSENT AND POLICY UPDATES**

**Explicit Consent:** By downloading, installing, or using our Platform, you ("User") explicitly consent to our collection, storage, processing, sharing, and analysis of your information as described in this Policy. If you disagree with any aspect of this Policy, please refrain from using our Platform and Services.

**Agreement to Terms:** Accessing our Platform or providing any information constitutes your acknowledgment that you have read, understood, and agreed to be bound by this Policy. This

Policy supersedes all previous communications regarding privacy practices related to our Platform, whether oral or written.

**Policy Modifications:** We reserve the right to update, modify, or revise this Policy at any time at our sole discretion, with or without prior notification. All changes will be published on our Platform for your review. While we may notify you of significant changes through in-app notifications or email, we are not obligated to individually inform users of every modification. Regular review of this Policy is recommended.

### **3. THIRD-PARTY WEBSITES AND SERVICES**

This Policy applies exclusively to information collected by PayLix. Our Platform may contain links to external websites, applications, or services that we do not control. When you follow such links, you will be subject to the privacy practices and policies of those third parties.

We strongly recommend reviewing the privacy policies of any third-party websites before providing your personal information. PayLix bears no responsibility for the privacy practices, content, or security measures implemented by these external platforms. Your interactions with such third-party services are solely between you and the respective service provider.

### **4. ELIGIBILITY AND LEGAL CAPACITY**

By accepting this Policy, you affirm that:

1. If you are an individual user, you are at least 18 years of age (the legal age of majority in India) and legally capable of forming binding contracts.
2. If you are registering or using our Platform on behalf of a business entity (company, partnership, or other organization), you have proper authorization to represent that entity and bind it to this Policy.

Our Platform and Services are not intended for and may not be used by individuals under 18 years of age or those legally incapable of entering into binding agreements. If you do not meet these eligibility requirements, you must immediately discontinue use of our Platform and refrain from providing any information to PayLix.

### **5. INFORMATION WE COLLECT**

PayLix collects two primary categories of information:

#### **5.1 Personal Information**

This includes data that directly identifies you, such as:

- Full name
- Contact details (address, phone numbers, email)
- Date of birth

- Government-issued identifiers (PAN, GST number)
- Financial information (bank account details, credit/debit card information)
- Authentication credentials
- Any other identification information necessary for service delivery

## **5.2 Non-Personal Information**

This includes data related to you but does not uniquely identify you, such as:

- Demographic information
- Interests and preferences
- Usage patterns and behavior on our Platform
- Device information and technical data

## **5.3 Third-Party Sources**

We may receive your personal information from third parties who are our clients or service users. In such cases, we process this information based on the instructions from these parties. We do not independently verify whether these parties have the right to share your information with us. If you believe your information has been shared with us without proper authorization, please contact us immediately.

## **5.4 Transaction-Related Information**

When you conduct transactions through our Platform, we collect various details related to those transactions, including:

- Transaction amounts (sent, requested, or paid)
- Product or service details
- Recipient/payee information
- Payment method details
- Transaction timestamps and status
- Device information during transaction
- Location data at the time of transaction

## **5.5 Additional Information Categories**

To provide our Services effectively, we also collect the following types of information:

**Location** | Information about the location of the User's device used to access the application. This is used for the provision of the Services, pricing related information, for maintenance of records for audit purposes and other matters.

Access information | Passwords and other details required to access or use the Application and the Services provided by PayLix.

Personal information | Information about the name, email address, contact information and details of official documents. This is used for the provision of the Services and for maintenance of records for audit purposes.

Contacts | Information of contacts and accounts information to detect references and accounts information to autofill data during a User's requests for Services.

Other applications | The User's use of other websites or software or applications which are linked to the Application or used in the provision of the Services e.g. any third party sites through which a User may have accessed the Services.

Transaction | Transaction related information for Transactions conducted by Users through the Services. Transaction information includes price, quantity, and any associated or supporting data related to purchase. Transaction information is used to provide the Services, facilitate the Transactions, provide support, and to operate, maintain and improve the Services.

Billing Information | To the extent permitted and required under applicable laws, billing and payment information of Users which may include a subscription number, an account number, credit card number, expiration date, billing zip code, bitcoin-related information, exchange market information, instructions for wire transfers.

Automated collection | Details of the User's device, computer and device information, activity on the Application and other similar information. The Company collects this information for analytics, improvement of the Services and for review purposes.

Others | As may be explicitly required & requested from time to time.

## **5.6 Recipient Information**

When you send money through our Platform, we collect information about your payment recipients, including their name, contact details, and financial account information. By providing this information, you confirm that you have obtained the necessary consent from these individuals to share their data with us for processing according to this Policy.

## **5.7 Voluntary Disclosures**

We may collect additional information that you voluntarily provide, such as:

- Customer service communications
- Survey responses
- Feature requests
- Feedback submissions

- Dispute resolution information
- Responses to promotional campaigns

## **5.8 Cookies and Similar Technologies**

We employ various technologies to enhance your experience and collect information automatically:

### **5.8.1 Cookies**

These are small data files stored on your device that help us:

- Improve Platform functionality and performance
- Identify popular features
- Track visitor statistics
- Streamline login processes
- Remember your preferences
- Process transactions and support requests
- Handle chargeback requests

### **5.8.2 Web Beacons**

These electronic images may appear in our Platform or emails to:

- Help deliver cookies
- Count visits
- Understand usage patterns
- Measure marketing effectiveness

### **5.8.3 Analytics Uses**

Information collected through these technologies helps us:

- Evaluate Platform effectiveness
- Analyze user behavior and trends
- Identify and resolve technical issues
- Optimize Platform navigation and design

## **6. PROHIBITED CONTENT**

When using our Platform and Services, you must refrain from uploading, sharing, transmitting, or publishing any of the following types of content:

### **6.1 Unauthorized Content**

- Content for which you lack proper rights, permissions, or consent
- Content that violates confidentiality, contractual obligations, or fiduciary duties

### **6.2 Harmful or Offensive Content**

- Defamatory, vulgar, obscene, or pornographic material
- Content harmful to minors or that exploits children
- Material that invades others' privacy
- Discriminatory, harassing, or hateful content based on gender, race, ethnicity, or other protected characteristics
- Content promoting illegal activities like money laundering or unlawful gambling

### **6.3 Intellectual Property Violations**

- Content that infringes copyrights, trademarks, patents, or other intellectual property rights

### **6.4 Deceptive or Fraudulent Content**

- Misleading information or misrepresentations
- False or deceptive origin information
- Impersonation of individuals or organizations
- Fraudulent claims or statements

### **6.5 Security Threats**

- Malicious code, viruses, spyware, or other harmful programs
- Content designed to exploit security vulnerabilities
- Data harvesting tools or mechanisms that collect information without consent

### **6.6 Content Against National Interest**

- Material threatening India's sovereignty, security, or integrity
- Content damaging international relations or public order
- Information inciting violence or interfering with law enforcement

### **6.7 Deliberately False Information**

- Content intentionally published to mislead, harass, or harm others
- False information created for financial gain or personal advantage

**6.8 Prohibited Activities** You further agree not to:

- Use our Platform for unauthorized commercial purposes
- Advertise, sell, or attempt to monetize our Services, Platform, or associated domain names
- Solicit funds, contributions, or donations through our Platform
- Use our Services in any manner that violates applicable laws or could harm PayLix

**6.9 Intellectual Property Protection** You specifically acknowledge and agree that you will not upload or share any content that infringes upon third-party intellectual property rights. This includes copyrighted materials, trademarked content, or proprietary information belonging to others.

**6.10 Indemnification for IP Violations** You agree to protect PayLix from any liability arising from intellectual property infringement claims resulting from content you upload or share. You accept full responsibility for ensuring all content you provide respects the intellectual property rights of others.

## **7. HOW WE USE YOUR INFORMATION**

We collect and process your information for specific, legitimate purposes aimed at delivering a seamless, secure, and personalized experience. Your information enables us to provide our Services efficiently while continuously improving our offerings. We use your information for the following purposes:

### **7.1 Service Delivery and Enhancement**

- Providing and maintaining our core payment and financial services
- Delivering features and functionality you request
- Processing transactions and sending confirmation notifications
- Improving user experience and platform functionality
- Sending invoices, receipts, and transaction records

### **7.2 Security and Verification**

- Verifying your identity through KYC processes
- Authenticating access to your account
- Assessing creditworthiness and financial standing
- Performing fraud detection and prevention measures
- Sending security alerts and critical notifications

### **7.3 Communication and Support**

- Responding to your inquiries and feedback
- Investigating and resolving disputes or complaints
- Providing technical and administrative support
- Sending service updates and important announcements

### **7.4 Analysis and Improvement**

- Analyzing usage patterns and user behavior
- Monitoring transaction trends and service performance
- Developing new features and services
- Testing and implementing platform improvements
- Diagnosing technical issues and optimizing performance

### **7.5 Personalization**

- Combining information from various sources to better understand your needs
- Customizing your experience based on preferences and behavior
- Recommending relevant services and features

### **7.6 Marketing and Promotions**

- Informing you about offers, products, and services
- Sending updates about new features and capabilities
- Delivering personalized content and promotions
- Measuring marketing effectiveness and engagement

### **7.7 Legal and Compliance**

- Fulfilling regulatory requirements and compliance obligations
- Responding to legal requests and preventing illegal activities
- Enforcing our terms of service and other policies
- Protecting our legitimate business interests
- Maintaining records required by applicable laws

### **7.8 Analytics and Research**

- Conducting internal research to improve our services



- Generating aggregated statistics and insights
- Sharing anonymized data with trusted partners for service improvement

**SMS Data Access:** PayLix may request access to your SMS data stored on your mobile device. By granting us this access, you allow us to collect and securely store your financial and transactional SMS data. PayLix values your privacy and is committed to protecting your personal information. When you grant us access to your SMS data, we securely collect only your financial and transactional SMS information. This allows us to analyse your financial profile, process transactions, verify payment details, and optimise your user experience. We collect this data for the following purposes:

- **Verification and Security:** Access to your SMS data enables us to verify the ownership and validity of credit cards used for payments, enhancing security and preventing fraudulent activities.
- **User Experience Optimization:** We utilise SMS data to provide accurate and near real-time information that helps you during the payment process and other app experiences.
- **Payment Mode Analysis:** We analyse your payment modes based on the SMS data to provide you with the best payment options and services tailored to your needs.
- **Transaction Processing:** Your SMS data helps us securely process transactions accurately and efficiently, ensuring seamless payments.

We do not access personal SMS messages unrelated to financial and transactional information. You have the right to revoke your consent and disable SMS access at any time, although certain services may be limited without this access. We implement appropriate security measures to protect your SMS data from unauthorized access or misuse. At PayLix, we prioritize the privacy and security of your personal information. We employ industry-standard practices to safeguard your data and retain it only as long as necessary. You have the right to opt out of SMS access, and we will handle your data in compliance with legal and regulatory requirements. For any questions or concerns about our Privacy Policy or the collection of SMS data, please contact us using the provided contact information.

## **8. DATA STORAGE, TRANSFER, AND SHARING PRACTICES**

### **8.1 Storage Infrastructure**

Your information is securely stored on:

- PayLix's proprietary database servers
- Select third-party cloud hosting services
- Managed data centers with contractual privacy commitments

Our data storage facilities may be located within India or in other countries where our technology partners maintain operations. All third-party storage providers are bound by contractual obligations to adhere to this Policy and implement appropriate security measures.

## **8.2 Legal Compliance in Data Handling**

All data storage and transfer activities strictly comply with applicable legal frameworks, particularly:

- The Information Technology Act, 2000
- Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011
- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- Other relevant data protection and privacy laws

## **8.3 Security Measures and Technologies**

We implement comprehensive security measures including:

- End-to-end encryption for data transmission
- Secure socket layer (SSL) technology for account access
- Tokenization of sensitive financial information
- Multi-factor authentication for critical functions
- Regular security audits and vulnerability assessments

## **8.4 User Security Responsibilities**

While we employ advanced security protocols, you acknowledge that online transactions involve inherent risks. To enhance your security, you should:

- Never share account credentials with unauthorized persons
- Use strong, unique passwords for your PayLix account
- Enable available additional security features
- Promptly report suspicious activities to our customer care team
- Regularly monitor your transaction history
- Access our Platform only from trusted devices and networks

## 8.5 Security Framework and Controls

PayLix maintains a formalized information security framework that includes:

- Comprehensive documented security policies and procedures
- Multi-layered security control mechanisms
- Clearly defined security roles and responsibilities
- Regular staff security awareness training
- Incident response protocols and procedures
- Data classification and handling guidelines

Our security controls span multiple dimensions:

- **Administrative Controls:** Security governance, risk assessments, and compliance monitoring
- **Technical Controls:** Firewalls, intrusion detection, encryption, and access controls
- **Physical Controls:** Facility security, environmental protections, and hardware safeguards
- **Operational Controls:** Change management, vulnerability management, and security monitoring

## 8.6 Security Limitations and Disclaimer

Despite our rigorous security measures, no digital system can guarantee absolute security. We cannot warrant that:

- Our systems will never experience security incidents
- Unauthorized access attempts will always be prevented
- Third-party actions won't compromise security
- Technical failures won't ever occur

PayLix explicitly disclaims responsibility for security breaches resulting from:

- Sophisticated cyber attacks beyond reasonable preventative measures
- Technical vulnerabilities unknown at the time of transmission
- Force majeure events affecting our infrastructure
- Actions or omissions not directly attributable to PayLix

By using our Platform, you acknowledge these inherent limitations and accept that information transmission occurs at your own risk.

### **8.7 Information Retention and Third-Party Sharing**

We retain your information according to:

- Our data retention policies
- Regulatory and legal requirements
- Contractual obligations with partners
- Legitimate business purposes

The User Information we collect may be shared with:

#### **8.7.1 Service Partners**

- Payment processors and gateway providers
- Banking and financial institutions
- Identity verification services
- Cloud infrastructure providers
- Analytics and monitoring services

This sharing is essential for providing our core services and enhancing functionality. All third parties receive only the minimum information necessary for their specific function.

#### **8.7.2 Legal and Regulatory Disclosures**

We may disclose your information when:

- Required by applicable laws or regulations
- Requested by government agencies or law enforcement
- Mandated by court orders or legal processes
- Necessary to comply with financial regulations

#### **8.7.3 Protection of Rights and Safety**

We may share information when necessary to:

- Protect PayLix's legitimate rights and interests
- Enforce our Terms of Service and policies
- Prevent fraud, security threats, or illegal activities
- Protect the safety and property of users or the public

- Defend against legal claims or liability

## **8.8 Force Majeure and Liability Limitations**

PayLix cannot be held responsible for security breaches or data compromises resulting from circumstances beyond our reasonable control, including but not limited to:

### **8.8.1 Natural Events**

- Natural disasters (earthquakes, floods, storms)
- Fire, explosion, or other catastrophic events
- Epidemics, pandemics, or public health emergencies
- Environmental disasters affecting infrastructure

### **8.8.2 Human Factors**

- Labor disputes, strikes, or workforce shortages
- Civil unrest, riots, or public disorder
- Acts of terrorism or sabotage
- War, invasion, or military actions

### **8.8.3 Infrastructure Failures**

- Power outages or electrical failures
- Telecommunications network disruptions
- Internet service provider outages
- Cloud service provider downtime
- Public or private transportation system failures

### **8.8.4 Government Actions**

- Regulatory changes affecting operations
- Government-mandated shutdowns or restrictions
- Embargoes or trade restrictions
- Changes in law making performance impossible

While we implement comprehensive contingency plans to mitigate these risks, such events may still impact our ability to maintain normal service operations or security standards.

## **8.9 Additional Data Usage Practices**

By using our Platform, you acknowledge and consent that your information may be used for:

**8.9.1 Aggregated Analytics** We may transform your data into aggregated, statistical information stripped of personal identifiers. This anonymized data helps us:

- Analyze usage patterns and trends
- Generate business intelligence reports
- Develop more effective features
- Conduct market research and analysis
- Measure platform performance

**8.9.2 Service Enhancement** Your information enables us to:

- Improve user experience and interface design
- Optimize transaction flows and processes
- Enhance customer support capabilities
- Debug technical issues and resolve errors
- Develop new product features

**8.9.3 Business Growth** Anonymized data supports our legitimate business interests:

- Identifying expansion opportunities
- Measuring effectiveness of features
- Supporting strategic planning
- Evaluating potential new services

## **8.10 Third-Party Privacy Practices**

When your information is shared with third-party service providers:

- Their respective privacy policies govern their data practices
- These third parties may have different security standards
- Their data retention periods may differ from ours
- They may process your data in different jurisdictions
- They may use information for their legitimate purposes

PayLix cannot control or assume responsibility for third-party privacy practices. We recommend reviewing their privacy policies directly. For concerns about third-party data handling, you should contact those parties directly.

### **8.11 Corporate Transactions**

In connection with any corporate reorganization, including but not limited to:

- Merger or acquisition (partial or complete)
- Sale of assets or business units
- Corporate restructuring or reorganization
- Financing or investment transactions
- Bankruptcy or insolvency proceedings

We may transfer, sell, or assign your information to the relevant third parties. In such events, we will:

- Notify users when legally required
- Ensure the receiving entity commits to comparable privacy protections
- Transfer only information necessary for the transaction
- Require contractual safeguards for your data

### **8.12 Service Providers and Partners**

We share personal data with various service providers essential to our operations:

- Banking partners and financial institutions
- Payment processors and acquirers
- Identity verification services
- Technology infrastructure providers
- Customer support platforms

This sharing occurs only with providers that have a contractual relationship with PayLix and where you have consented to receive their services through our Platform.

### **8.13 Cross-Border Data Transfers**

Your information may be transferred to, stored in, or accessed from countries outside your country of residence, including countries without equivalent data protection standards.

When transferring data internationally, we implement appropriate safeguards:

- Standard contractual clauses approved by regulatory authorities
- Corporate binding rules for intra-group transfers
- Data protection addendums with service providers

- Adequacy decisions where applicable

All international transfers maintain protection levels substantially similar to those described in this Policy, regardless of jurisdiction.

## **9. DATA RETENTION PRINCIPLES**

### **9.1 Retention Period Determination**

PayLix maintains your personal information based on the following criteria:

- As long as necessary to fulfill the purposes outlined in this Policy
- For the duration required to provide the services you've requested
- As needed to comply with legal and regulatory obligations
- As necessary to protect our legitimate business interests
- As required for accounting, tax, and financial reporting purposes

### **9.2 Extended Retention**

We may retain certain information for longer periods when:

- Required by applicable laws or regulations
- Necessary for defending or pursuing legal claims
- Needed for fraud prevention or security purposes
- Required for business continuity and disaster recovery
- Necessary for archival purposes in the public interest

Such extended retention is subject to appropriate safeguards and limited to what is necessary for the specific purpose.

### **9.3 Data Minimization After Primary Use**

When the primary purpose for data collection has been fulfilled and extended retention is not required, we will either:

- Permanently delete the information using secure deletion methods
- De-identify the data through irreversible anonymization
- Aggregate the data, removing all personal identifiers
- Archive the data with restricted access and enhanced security



These processes ensure that expired data can no longer be used to identify you personally, while allowing us to maintain non-personal statistical information that helps improve our services.

## **10. COMMUNICATIONS AND MESSAGING**

### **10.1 Consent to Communications**

By creating an account on our Platform, you explicitly consent to receive various communications from PayLix and our authorized service providers, including:

- Service notifications and alerts
- Transaction confirmations and receipts
- Account status updates
- Security alerts and warnings
- Feature announcements and updates
- Marketing and promotional messages
- Surveys and feedback requests

These communications may be delivered through multiple channels:

- Email notifications
- SMS/text messages
- In-app notifications
- Push notifications (mobile devices)
- Voice calls (for critical security matters)

### **10.2 Communication Preferences**

We respect your communication preferences:

- **Marketing Communications:** You may opt out of receiving promotional and marketing messages by:
  - Contacting us at [admin@paylix.in](mailto:admin@paylix.in)
  - Using the "unsubscribe" option in emails
  - Adjusting your notification settings in the app
  - Contacting our Data Protection Officer

- **Essential Communications:** Certain messages cannot be opted out of as they are critical to service delivery, including:
  - Transaction confirmations and receipts
  - Security and fraud alerts
  - Legal notices and policy updates
  - Account status information
  - Service interruption notifications

Opting out of marketing messages will not affect the delivery of these essential service-related communications.

## **11. YOUR DATA RIGHTS**

### **11.1 Access and Correction Rights**

You have the right to access, review, and update your personal information in our systems. To exercise these rights:

- Access your profile settings within the Platform
- Contact our support team at [admin@paylix.in](mailto:admin@paylix.in)
- Submit a formal request to our Data Protection Officer

### **11.2 Data Modification and Deletion**

If you wish to modify or delete your information:

- For simple updates, use the profile settings in the app
- For more complex changes, email [admin@paylix.in](mailto:admin@paylix.in)
- For account deletion requests, contact our Data Protection Officer

### **11.3 Limitations on Data Alteration**

Please note that PayLix may be unable to completely delete or modify certain information when:

- Retention is required by applicable laws or regulations
- Information is necessary for legitimate business purposes
- Data is needed to complete pending transactions
- Information is required for fraud prevention or security
- Retention is mandated by our contractual obligations

- Data is part of aggregated, anonymized datasets

In such cases, we will inform you of the specific limitation and its legal basis. Where complete deletion is not possible, we will implement appropriate measures to restrict processing of your data to the minimum necessary.

## **12. ACCOUNT SUSPENSION AND TERMINATION**

### **12.1 Grounds for Account Termination**

PayLix reserves the right to suspend or terminate your access to our Platform and Services without prior notice under the following circumstances:

#### **12.1.1 Policy and Legal Violations**

- Breach of this Privacy Policy or our Terms of Service
- Violation of applicable laws or regulations
- Submission of prohibited content as defined in Section 6
- Infringement of intellectual property rights
- Non-compliance with KYC or verification requirements

#### **12.1.2 Suspicious or Harmful Activities**

- Engagement in fraudulent or deceptive practices
- Suspected money laundering or terrorist financing
- Unauthorized access attempts or security breaches
- Activities that threaten system integrity or performance
- Behavior creating risk or liability for other users

#### **12.1.3 Platform-Related Circumstances**

- Business discontinuation or service termination
- Platform maintenance or redesign requiring access changes
- Regulatory requirements necessitating account restrictions
- Investigations into policy violations or suspicious activity
- Protection of PayLix's legitimate business interests

### **12.2 Actions Upon Termination**

In response to violations, PayLix may take any or all of the following actions:

1. **Access Restriction:** Immediately suspend or terminate your platform access

2. **Account Deactivation:** Temporarily or permanently disable your account
3. **Investigation:** Conduct thorough review of potentially violating activities
4. **Legal Action:** Report unlawful activities to appropriate authorities
5. **Remedial Measures:** Implement necessary actions to mitigate harm or risk
6. **Data Preservation:** Retain relevant information for legal or compliance purposes

These actions will be taken in accordance with applicable laws and proportionate to the severity of the violation.

## **13. DISCLAIMERS AND DATA QUALITY**

### **13.1 User Data Accuracy Responsibility**

You bear sole responsibility for ensuring that all information you provide to PayLix is:

- Complete and accurate
- Truthful and not misleading
- Legally obtained and owned
- Free from third-party rights violations
- Updated when it changes

Submitting false, incomplete, or misleading information may result in service disruption, account termination, and potential legal consequences.

### **13.2 "As-Is" Service Provision**

Our Platform, Services, and all information therein are provided strictly on an "as-is" and "as-available" basis. PayLix:

- Makes no guarantees about information accuracy or completeness
- Cannot ensure error-free or uninterrupted service
- Does not warrant that defects will be corrected
- Cannot guarantee that the Platform will meet specific requirements
- Does not assure compatibility with all devices or systems

We strongly recommend that you verify all important information, particularly financial data, before relying on it for important decisions.

### **13.3 Warranty Disclaimer**

To the maximum extent permitted by applicable law, PayLix expressly disclaims all warranties and representations, whether express, implied, or statutory, including but not limited to warranties of:

- Merchantability or satisfactory quality
- Fitness for a particular purpose
- Non-infringement of third-party rights
- Accuracy or completeness of content
- Security from harmful components
- Uninterrupted or error-free operation
- Reliability or timeliness of information
- Compatibility with your hardware or software

### **13.4 Reliance Limitation**

You acknowledge and agree that any reliance on:

- Information displayed on our Platform
- Content provided by other users
- Statements or representations made by PayLix
- Suggestions, recommendations, or opinions expressed through the Services

Is at your sole discretion and risk. PayLix shall not be liable for any consequences resulting from decisions made based on information obtained through our Platform.

## **14. LIABILITY LIMITATIONS**

### **14.1 General Liability Exclusions**

To the fullest extent permitted by applicable law, PayLix, its officers, directors, employees, shareholders, affiliates, partners, and agents (collectively "PayLix Related Parties

## **15. INDEMNIFICATION**

Each User shall defend, indemnify and hold harmless PayLix and the PayLix Related Parties (hereinafter collectively referred to as the "Indemnified Parties" and individually as an "Indemnified Party") against all Claims brought against any Indemnified Party in connection with: (i) breach by a User of this Privacy Policy and / or breach of any applicable laws; (ii) fraud, negligent acts or omissions, or willful misconduct of any User in relation to the Application or the provision of the Services; (iii) infringement by any User of the intellectual

property rights of PayLix and / or any third party, while accessing / using the Application and / or the Services; (iv) any inaccuracy in or any misrepresentation or breach of any of the representations and warranties by the User under this Privacy Policy; (v) breach of security procedures by any User or any personnel of the User (who has been authorized to access the Application on behalf of such User); and / or (vi) unauthorized disclosure of any information / data uploaded on the Application, through any fault or action of such User and / or any claim arising in relation to availing the Services by such User.

To the maximum extent permissible under law, in no event shall PayLix be liable to the User or to any third party for any losses or damages arising out of the User's use of the Application or the Services, whether based on warranty, contract, tort (including negligence) or otherwise. PayLix does not accept any liability for any loss or damage (actual and consequential) resulting from or in connection with the use of the Application and/or the inability to use it or for any loss or damage (actual and consequential) resulting from any delay or failure in the performance of the Services for any reason whatsoever, including without limitation, on account of any third party or person or due to any technical or technological failure or any other circumstances beyond the reasonable control of PayLix.

## **16. GOVERNING LAW & DISPUTE RESOLUTION**

The laws of India shall govern the Agreement.

Any dispute arising out of or in connection with the Agreement, including any question regarding its existence, validity or termination, and any dispute relating to any obligations arising out of or in connection with the Agreement ("Dispute") shall be subject to the exclusive jurisdiction of the courts at Hyderabad, Telangana.