

## Privacy Policy

Last updated: 30 April 2025

This Privacy Policy describes our policies and procedures regarding the collection, use, and disclosure of your information when you use our website. It also tells you about your privacy rights and how the law protects you.

We use your personal data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

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## 1. Interpretation and Definitions

### Interpretation

Words with capitalised initial letters have meanings defined under the following conditions. These definitions apply whether the terms appear in singular or plural.

### Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for you to access our Service or parts of our Service.
- **Company** (referred to as either "the Company", "We", "Us" or "Our") refers to Ground Up Ecowaste Private Limited, 142, 1st Floor, Plaza Panchashil, Nyaymurti Sitaram Patkar Marg, Gamdevi, Mumbai, Maharashtra, 400007, India.
- **Cookies** are small files placed on your device by a website, containing details of your browsing history.
- **Country** refers to: India
- **Device** means any device that can access the Service, such as a computer, smartphone, or tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to the Website.
- **Service Provider** means any third party that processes data on behalf of the Company.
- **Usage Data** refers to data collected automatically when using the Service.

- **Website** refers to Ground Up, accessible at [www.ground-up.in](http://www.ground-up.in)
  - **You** means the individual accessing the Service, or the entity on behalf of which such individual is accessing the Service.
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## 2. Types of Data Collected

### Personal Data

While using our Service, we may collect personal information including:

- Name
- Email address
- Phone number
- Address (city, state, postal code)

### Usage Data

Collected automatically, including:

- IP address, browser type/version
  - Pages visited, date/time, time spent
  - Device and browser identifiers
  - Mobile-specific info (OS, device type, unique ID)
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## 3. Tracking Technologies and Cookies

We use Cookies and similar tracking technologies (beacons, scripts, tags) to improve functionality and performance. You can instruct your browser to refuse Cookies, but some features may not work without them.

We use:

- **Essential Cookies** (Session): For secure login and navigation.
- **Notice Acceptance Cookies** (Persistent): To remember cookie preferences.
- **Functionality Cookies** (Persistent): To remember user choices.

For more details, refer to our [Cookies Policy].

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#### 4. Use of Your Personal Data

The Company uses personal data to:

- Provide and maintain the Service
- Manage your Account
- Fulfill contractual obligations (e.g., purchases)
- Contact you (email, SMS, app notifications)
- Send you updates or promotional material (if you have consented)
- Respond to your requests
- Improve services, analyze usage, and monitor engagement
- Manage business transfers (e.g., mergers or acquisitions)

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#### 5. Sharing of Your Personal Data

We may share your information:

- With **Service Providers** to support service delivery
- During **business transfers** or restructuring
- With **affiliates**, subject to this Privacy Policy

- With **business partners** to offer relevant services or promotions
  - In **public areas** or via **social media integration** (e.g., if you post or interact publicly)
  - **With your consent**, for any other lawful purpose
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## 6. Retention of Your Personal Data

We retain your data only as long as necessary for the purposes outlined in this policy, including:

- To comply with legal obligations
  - To resolve disputes and enforce rights
  - For internal analytics or service improvement
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## 7. Transfer of Your Personal Data

Your data may be processed outside your state or country. We ensure that appropriate security measures are in place for such transfers. By submitting your data, you consent to its transfer in accordance with this policy.

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## 8. Disclosure of Your Personal Data

We may disclose personal information:

- As part of a **business transaction** (e.g., merger or acquisition)
  - If required by **law** or regulatory authority
  - To protect our **rights**, prevent fraud, or ensure safety
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## 9. Security of Your Personal Data

While we use commercially acceptable means to protect your data, no method is 100% secure. We continuously evaluate and improve our security practices.

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## **10. Your Rights**

Depending on your location, you may have the right to:

- Access your data
- Correct or update your information
- Request deletion or restrict processing
- Withdraw consent for marketing communication
- Lodge a complaint with a data protection authority

You can exercise these rights by contacting us at [info@ground-up.in](mailto:info@ground-up.in).

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## **11. Children's Privacy**

Our Service is not directed to children under 13. We do not knowingly collect data from minors. If you believe we have collected such data, please contact us to have it removed.

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## **12. Links to Other Websites**

Our Service may contain links to third-party sites. We are not responsible for their content or privacy practices. Please review their policies separately.

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## **13. Changes to This Privacy Policy**

We may update this Privacy Policy periodically. Any changes will be posted on this page with a new "Last Updated" date. For significant changes, we may notify you by email or through the Service.

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## **14. Governing Law and Jurisdiction**

This Privacy Policy shall be governed by the laws of India. Any disputes arising shall be subject to the exclusive jurisdiction of the courts of **Mumbai, Maharashtra**.

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## **15. Contact Us**

If you have any questions, you may contact us: [info@ground-up.in](mailto:info@ground-up.in)