



## Privacy Policy – EasyTagPay

### 1. General

This is an electronic record under the Information Technology Act, 2000, and relevant rules; no physical or digital signature is required.

This Policy is applicable to the EasyTagPay website, mobile application, and any associated services.

In this Policy, “we”, “us”, or “our” refer to Machpay Fintech LLP. “You” or “User” refers to anyone accessing or using EasyTagPay.

By using EasyTagPay, you accept and agree to this Privacy Policy along with our Terms & Conditions. Continued use after changes implies acceptance.

### 2. Collection of Information

#### a) Personal Information You Provide

We may collect personal data, including but not limited to:

- Contact details (e.g., name, email, phone number)
- Identity-related documents (for KYC/AML compliance)
- Payment information or transaction details
- Feedback, reviews, or customer support inquiries

#### b) Automatically Collected Information

We may also automatically collect device info, IP address, usage data, etc., to enhance services.

#### c) Contact List Access (Mobile App)

If granted permission, our mobile app may access your contact list strictly to simplify services like payments or mobile recharges. This data is not uploaded or shared.

### 3. Cookies & Similar Technologies

We may use cookies or similar technologies for session management, personalization, analytics, and optimization. You can manage cookies via browser settings, but disabling them may affect functionality.

### 4. How We Use & Share Your Data

a) Usage Purposes: To operate EasyTagPay services, authenticate identity, prevent fraud, send communications, and comply with RBI/KYC/AML obligations.

b) Sharing with Third Parties: We may share data with payment providers, financial institutions, regulators, or third parties where consent is provided. We do not sell personal data.



## 5. Security & Data Protection

We use encryption, secure storage, and audits to protect data. However, no system is 100% secure. We mitigate risks to the best extent possible.

## 6. Consent

By using EasyTagPay, you consent to the collection and use of your data as per this Policy, including updates, if you continue to use the platform.

## 7. Data Retention & Deletion

We retain data as required by law (e.g., RBI compliance). You may request deactivation of your account. Certain records may be retained as mandated by regulations.

## 8. Access, Correction & Deletion Requests

You may request access, correction, or deletion of your personal data, subject to regulatory restrictions.

## 9. Dispute Resolution & Jurisdiction

This Policy is governed by Indian law. Disputes shall fall under the exclusive jurisdiction of the courts in [Insert City, India].

## 10. Updates to the Privacy Policy

We may update this Policy at any time. Changes are effective immediately upon posting. Major updates may be communicated via in-app notices.

## 11. Contact & Grievance Redressal

For any questions, concerns, or complaints, contact:

### **Grievance Officer**

#### **Machpay Fintech LLP**

No 25, 3<sup>rd</sup> Cross Street,  
Kamakodi Nagar Annex Valasaravakam,  
Chennai - 600087.

Email: [support@easytagpay.com](mailto:support@easytagpay.com)

Phone: 9962527334