

**Upswing Financial Technologies Private Limited**, CIN No. U72200MH2021PTC384071 ("Company", "We", "Us", or "Our"), a private limited company with its registered office at 906, Riddhi Tower garden, A.K Vaidya marg Off film city road, NR Wageshwari Mandir, Malad (E), Mumbai - 400097, India is committed to protecting your privacy and the information that you share while using the Platform. We value the trust you place in us. That's why, we maintain the highest security standards for securing the transactions and your information.

We would request you to read the following Privacy Policy ("Policy") carefully to learn about our information collection and dissemination practices. This Privacy Policy explains how we collect and store Information that identifies and relates to users and how we use and protect such Information.

This Privacy Policy is an electronic record and is enforceable against you under law by way of your acceptance hereof. This Privacy Policy does not require any physical, electronic, or digital signature of the user.

This document is published in accordance with the provisions of the Digital Lending Guidelines 2022 (as regulated by RBI), Digital Personal Data Protection Act 2023, Information Technology Act, 2000 and rules thereof that require publishing the rules and regulations, privacy policy and user agreement for access or usage our website or the platform accessed through redirection from merchant portal/app (hereinafter referred to as "Upswing Platform" or "Platform"). If you do not agree to this Policy or any part thereof, please do not use/ access/ download or install the Platform or any part thereof.

## **Collection of Personal Information**

The Platform will clearly display the personal information it is collecting from you, and you have the option to not provide such personal information. However, this will limit the services provided to you on the Platform. The information collected is strictly on behalf of the Bank or Financial institution which has tied up with the Company for providing the service to You. The Company follows all data governance practices as directed by the Bank or financial institution from time to time.

The Company provides its application (SDK) on the partner apps and websites it has partnered with. Any data is only collected You display an explicit interest in availing the loan product which the Company is facilitating through its partner Bank and financial institutions. The Company displays to You, all the Banks and Financial institutions who are willing to provide You a loan. The final choice of the Bank or financial institution for availing the loan is You

You may provide certain information to Us voluntarily while registering on our Platform and creating an Account for availing our Services, such as name, mobile number, Permanent Account Number (PAN), signature, email address, date of birth, gender, photograph (selfie), marital status, communication and residential address details. We may also require you to provide additional information such as proof of address, residence ownership type, location, annual income, employment type, and source of income, number of years in employment, employer name, employer address, designation, official email address, business name, business address, nature of business, and additional income source, and Aadhaar data to facilitate in evaluation of your credit profile and creditworthiness by the Bank or financial institutions offering or proposing to offer financial products to You.

The information collected in the course of your application shall solely be used for completing the account opening procedures and authenticating your transactions on the Platform. The act of providing your Aadhaar data is voluntary in nature and the Company hereby agrees and acknowledges that they will collect, use, and store such details in compliance with applicable laws and this Privacy Policy. The company also states that this service will be done on behalf of the Bank and financial institution.

We may also ask you for certain financial information, including your bank account details and type, Indian Financial System Code (IFSC) of bank, and/or other necessary payment related details or other payment method data (for which we will obtain your explicit consent in accordance with applicable laws, from time to time), and debit instructions or other standing instructions including NACH mandate to process the Services, including facilitating disbursement and repayments towards the availed financial products through the Platform. We may ask you to provide certain additional information about yourself on a case-to-case basis, subject to obtaining your explicit consent in accordance with applicable laws. The purposes for which such additional information will be used will be communicated to you at the time of seeking the additional information. All information disclosed by you shall be deemed to be disclosed willingly and without any coercion. No liability pertaining to the authenticity / genuineness / misrepresentation / fraud / negligence of the information disclosed shall lie on the Company nor will the Company be in any way responsible to verify any information obtained from you. The above information is collectively referred to as ("Personal Information").

- i. KYC related information: We may retrieve from your records available with third party including from Know your Customer (KYC) Registration Agency (KRA) such as name, KYC details, KYC status, father's/spouse's name, occupation, address details and other related documents, for completion of your KYC, which is required by the Bank or financial institutions for processing of your application for availing a financial product.

- ii. Location based information: When and if you download and/or use the Platform through your mobile, We explicitly seek permissions from you to get the required information from the device. We may receive information about your location, your IP address, and/or your mobile device, including a unique identifier number for your device and such other information as may be required for onboarding you on the Platform (through a one-time permission to access and process such information at the time of onboarding and KYC collection).
- iii. Access to Camera and Microphone: Our partner Banks and financial institutions require a one-time access to your camera to scan and capture the required KYC documents thereby allowing us to auto-fill relevant fields. As a part of facilitation of the KYC process, We require a one-time access to your camera to enable you to initiate your KYC process. This permission allows Banks or financial institutions and their authorised agents to perform your video KYC while also taking screenshots of your original officially verified documents that you present during your video KYC. Video KYC enables you to complete your KYC digitally, smoothly, and efficiently. your video shall be recorded and retained for regulatory purposes along with the screenshots of original official verified documents by the bank or financial institutions.. We require a one-time microphone permission to enable a two-way communication between Banks or Financial Institutions and their authorised agent and you for the purpose of performing and completing your video KYC. your audio shall be recorded for regulatory purposes.
- iv. User communications: If you choose to contact us, We will collect and store such information you provide to us. We retain this information as necessary to resolve disputes, provide customer support, respond to queries, and inquires, and troubleshoot problems and improve the services.

### **Collection of Financial SMS Information**

We don't collect, read or store your personal SMS from your inbox.

### **Collection of Device Location**

We collect and monitor the information about the location of your device to provide serviceability of your loan application, to reduce risk associated with your loan application and to provide pre-approved customised loan offers. This also helps us to verify the address, make a better credit risk decision and expedite know your customer (KYC) process. Information the App collects, and its usage, depends on how you manage your privacy controls on your device.

### **Collection of Device Information**

When you install our partner Application with our SDK, we store the information we collect with unique identifiers tied to the device you are using. This is done when you

invoke interest in seeking the loan products facilitated by the company on their partner apps. We collect information from the device when you download and install our partner App and invoke the company application and explicitly seek permissions from you to get the required information from the device. The information we collect from your device includes the hardware model, build model, RAM, storage; unique device identifiers like IMEI, serial number, SSAID; SIM information that includes phone number, network operator, roaming state, MNC and MCC codes, WIFI information that includes MAC address and mobile network information to uniquely identify the devices and ensure that no unauthorised device acts on your behalf to prevent frauds. We collect information about your device to provide automatic updates and additional security so that your account is not used in other people's devices. In addition, the information provides us valuable feedback on your identity as a device holder as well as your device behaviour, thereby allowing us to improve our services and provide an enhanced customised user experience to you.

### **Use and Disclosure of your Personal and Other Information**

We understand the importance of your information and ensure that it is used for the intended purpose only. We access, store and use the information we collect from you in accordance with the applicable laws to provide our Services, to research and develop new ones subject to the limitations set out in this Privacy Policy. We use the information to:

1. resolve disputes;
2. troubleshoot problems;
3. help promote a safe service;
4. analytical analysis;
5. marketing purposes;
6. measure consumer interest and satisfaction in our products and services;
7. inform you about online and offline offers, products, services, and updates;
8. customise your experience;
9. detect and protect us against suspicious or illegal activity, fraud and other criminal activity;
10. enforce our terms and conditions;
11. improvement of our services and as otherwise described to you at the time of collection.

We will share your information with only our registered third parties including our regulated financial partners for providing Services on the partner App. We will share your information with third parties only in such manner as described below:

1. We disclose and share your information with the financial service providers, Banks or Financial Institutions and our third party partners for facilitation of a loan or facility or line of credit or purchase of a product;

2. We share your information with our third party partners in order to conduct data analysis in order to serve you better and provide services our Platform;
3. We may disclose your information, without prior notice, if we are under a duty to do so in order to comply with any legal obligation or an order from the government and/or a statutory authority, or in order to enforce or apply Our terms of use or assign such information in the course of corporate divestitures, mergers, or to protect the rights, property, or safety of us, Our users, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction;
4. We will disclose the data / information provided by a user with other technology partners to track how You interact with the Platform;
5. We and our affiliates may share your information with another business entity should we (or our assets) merge with, or be acquired by that business entity, or reorganisation, amalgamation, restructuring of business for continuity of business;
6. We will disclose the information to our third party technology and credit partners to perform credit checks and credit analysis like Credit Bureaus or third party data source providers;
7. We will share your information under a confidentiality agreement with the third parties and restrict use of the said Information by third parties only for the purposes detailed herein;
8. By using the Platform, you hereby grant your consent to the Company to share/disclose your Personal Information (i) To the concerned third parties in connection with the services; and (ii) With the governmental authorities, quasi-governmental authorities, judicial authorities and quasi-judicial authorities, in accordance with applicable laws of India.
9. Upswing and its lending partners can communicate with you through the following channels:
  1. Physical Visit
  2. SMS
  3. Whatsapp
  4. Call

### **Changes in This Privacy Policy**

We reserve the right to change, modify, add, or remove portions of this Privacy Policy at any time for any reason. In case, any changes are made in the Privacy Policy, we shall update the same on the Platform. Once posted, those changes are effective immediately, unless stated otherwise. We encourage you to periodically review this page for the latest information on our privacy practices. Continued access or use of

the Services constitute your acceptance of the changes and the amended Privacy Policy.

### **Privacy Control**

You have certain choices regarding the information we collect and how it is used:

1. Device-level settings: your device may have controls that determine what information we collect
2. Delete your entire App account
3. You can also request to remove content from our servers based on applicable law or by writing to our Grievance Officer
4. We strictly adhere to RBI guidelines, ensuring your explicit consent for all data collection, use, sharing with any third parties, and retention. You have the choice to deny non-essential data use, control disclosure, and withdraw consent, and we honor your "right to be forgotten" (data deletion) unless legally required to retain it. If you wish to deny consent, please write us an email to [grievance@upswing.one](mailto:grievance@upswing.one)

### **Security Precautions**

The Platform intends to protect your information and to maintain its accuracy as confirmed by you. We implement reasonable physical, administrative and technical safeguards to help us protect your information from unauthorised access, use and disclosure. For example, we encrypt all information when we transmit over the internet. We also require that our registered third party service providers protect such information from unauthorised access, use and disclosure. Our Platform has stringent security measures in place to protect the loss, misuse and alteration of information under control. We endeavour to safeguard and ensure the security of the information provided by you. We use Secure Sockets Layers (SSL) based encryption, for the transmission of the information, which is currently the required level of encryption in India as per applicable law. We blend security at multiple steps within our products with the state of the art technology to ensure our systems maintain strong security measures and the overall data and privacy security design allow us to defend our systems ranging from low hanging issue up to sophisticated attacks. In addition, We have been certified for the following security certifications: ISO 27001:2013: is a specification for an information security management system (ISMS) and is the suggested level of certification required under the Information Technology Act, 2000

We aim to protect from unauthorised access, alteration, disclosure or destruction of information we hold, including:

1. We use encryption to keep your data private while in transit;

2. We review our information collection, storage, and processing practices, including physical security measures, to prevent unauthorized access to our systems;
3. We restrict access to personal information to our employees, contractors, and agents who need that information in order to process it. Anyone with this access is subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations;
4. Compliance and Cooperation with Regulations and applicable laws;
5. We regularly review this Privacy Policy and make sure that we process your information in ways that comply with it.
6. Data transfers

We or our affiliates maintain your information on servers located in India. Data protection laws vary among countries, with some providing more protection than others. We also comply with certain legal frameworks relating to the transfer of data as mentioned and required under the Information Technology Act, 2000 and rules made thereunder.

### **Links to Other Sites**

Our Partner Apps links to other sites that may collect information about you. We are not responsible for the privacy practices or the content of those linked websites. With this Policy we're only addressing the disclosure and use of data collected by us.

By using the Platform and by providing your information, you consent to the collection, sharing, disclosure and usage of the information that you disclose on the Platform in accordance with this Privacy Policy. If we decide to change our Privacy Policy, we will make those changes available on this page.

### **Collection of Credit Information**

BY EXECUTING THIS AGREEMENT / CONSENT FORM, YOU ARE EXPRESSLY AGREEING TO ACCESS THE CREDIT INFORMATION REPORT of the credit Information bureau which Company has tied up with AND CREDIT SCORE, AGGREGATE SCORES, INFERENCES, REFERENCES AND DETAILS (AS DEFINED BELOW)(TOGETHER REFERRED AS "CREDIT INFORMATION").

YOU HEREBY AGREE, ACKNOWLEDGE AND ACCEPT THE TERMS AND CONDITIONS SET FORTH HEREIN

### **Terms and Conditions:**

### **Information Collection, use, Confidentiality, No-Disclosure and Data Purging**

Upswing shall access your Credit Information as your authorised representative and Upswing shall use the Credit Information for limited End use Purpose consisting of and in relation to the services proposed to be availed by you from Upswing. We shall not aggregate, retain, store, copy, reproduce, republish, upload, post, transmit, sell or rent the Credit Information to any other person and the same cannot be copied or reproduced other than as agreed herein and in furtherance to CICRA. The Parties agree to protect and keep confidential the Credit Information both online and offline. The Credit Information shared by you, or received on by us on your behalf shall be destroyed, purged, erased as per the governance structure of the Credit Bureaus which Company is accessing

### **Governing Law and Jurisdiction**

The relationship between you and Upswing shall be governed by laws of India and all claims or disputes arising there from shall be subject to the exclusive jurisdiction of the courts of Mumbai.

### **Definitions:**

Capitalized terms used herein but not defined above shall have the following meanings:

“Business Day” means a day (other than a public holiday) on which banks are open for general business in Mumbai.

“Credit Information Report” means the credit information / scores/ aggregates / variables / inferences or reports which shall be generated by Experian;

“Credit Score” means the score which shall be mentioned on the Credit Information Report which shall be computed by Experian.

“CICRA” shall mean the Credit Information Companies (Regulation) Act, 2005 read with the Credit Information Companies Rules, 2006 and the Credit Information Companies Regulations, 2006, and shall include any other rules and regulations prescribed thereunder

### **Grievance Officer**

In accordance with Information Technology Act 2000 and rules made there under, the name and contact details of the Grievance Officer are provided below for your reference:

Name: Simran Bindra

Email: [grievance@upswing.one](mailto:grievance@upswing.one)

Phone number: +91-9311702428