

Date: 5th July, 2025

# PRIVACY POLICY

## 1. Introduction

Blue Address Private Limited (“**Company**”, “**we**”, “**our**”, or “**us**”) is committed to protecting the privacy and confidentiality of all individuals who interact with our platform, including users, clients, partners, and visitors.

This Privacy Policy outlines how we collect, use, store, process, and safeguard personal information in accordance with applicable data protection laws and globally accepted privacy standards.

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## 2. Scope of Policy

This Policy applies to all users who:

- Access or use our website, mobile platforms, or services
  - Submit inquiries, forms, or requests
  - Engage with our property listings, auction data, or related services
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## 3. Information We Collect

We may collect the following categories of information:

### a. Personal Information

- Full name
- Contact number
- Email address
- Location details (if voluntarily provided)

## b. Usage Information

- IP address
- Device information
- Browser type
- Interaction data (pages visited, time spent, clicks)

## c. Transactional / Inquiry Data

- Property interests
- Inquiry details
- Communication records

We collect only such information that is **necessary, relevant, and proportionate** for delivering our services.

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## 4. Purpose of Data Collection

Your information is used strictly for legitimate business purposes, including:

- Responding to inquiries and providing property-related services
  - Facilitating communication between users and relevant stakeholders
  - Improving platform performance and user experience
  - Sending relevant updates, notifications, or service-related information
  - Ensuring compliance with legal and regulatory requirements
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## 5. Data Protection & Security

We implement **industry-standard technical and organizational safeguards** to protect your data, including:

- Secure servers and encrypted storage mechanisms
- Controlled access to sensitive information
- Internal data handling protocols and confidentiality measures

## 6. Data Sharing & Disclosure

Blue Address Private Limited **does not sell, rent, or commercially distribute personal data** to third parties.

Data may be shared only under the following circumstances:

- With trusted service providers operating under strict confidentiality obligations
- Where required by law, regulation, or legal process
- To protect the rights, safety, or integrity of the Company or its users

We ensure that any such sharing is **limited, secure, and purpose-driven**.

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## 7. Data Retention

We retain personal data only for as long as necessary to:

- Fulfill the purpose for which it was collected
  - Comply with legal and regulatory obligations
  - Resolve disputes and enforce agreements
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## 8. User Rights

Users may, subject to applicable laws:

- Request access to their personal data
- Seek correction or updating of inaccurate information
- Request deletion of their data (where legally permissible)
- Opt out of certain communications

Requests can be made by contacting us at the details below.

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## 9. Cookies & Tracking Technologies

Our platform may use cookies and similar technologies to:

- Enhance user experience

- Analyze traffic and usage patterns
- Improve service delivery

Users may control cookie preferences through their browser settings.

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## 10. Compliance with Laws

We adhere to applicable data protection regulations, including but not limited to:

- **Information Technology Act, 2000 (India)**
  - **Digital Personal Data Protection Act, 2023 (India)**
  - Globally accepted privacy and security standards
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## 11. Updates to this Policy

We reserve the right to update or modify this Privacy Policy at any time. Changes will be effective upon publication on our platform.

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## 12. Contact Information

For any questions, concerns, or requests regarding this Privacy Policy, please contact:

### **Blue Address Private Limited**

Email: [contact@blueaddress.com](mailto:contact@blueaddress.com)

Phone: +91 9307741303

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