

QUALITAIL PRIVACY POLICY

Last Updated: 01 August 2026

This Privacy Policy explains how Qualitail collects, uses, stores, shares and protects the personal and business information of Retailers, visitors and users of the Qualitail Platform.

By accessing or using the Qualitail Platform, creating an account, submitting information or purchasing Products or services through the Platform, you consent to the collection and use of your information in accordance with this Privacy Policy.

1. Purpose

Qualitail respects your privacy and is committed to protecting the information entrusted to us.

This Privacy Policy applies to all information collected through the Qualitail Platform and through other authorised business interactions relating to our products and services.

2. Information We Collect

Depending upon the nature of your interaction with Qualitail, we may collect:

Business Information

- Business Name
- Trade Name
- GST Registration Details
- Business Address
- Retail Outlet Information
- Business Category
- Licence or Registration Details

Personal Information

- Name of Proprietor, Partner or Authorised Representative
- Mobile Number
- Email Address
- Identity Documents submitted during KYC
- Address Proof
- Photograph (where required)

Financial Information

- Bank Account Details
- UPI Details
- Payment History
- Outstanding Dues
- Credit Eligibility Information
- Transaction History

Platform Information

- Login Information

- Device Information
- Browser Type
- IP Address
- Pages Visited
- Date and Time of Access
- Cookies and Similar Technologies

3. How We Collect Information

Information may be collected when you:

- register on the Platform;
- complete KYC;
- place an order;
- make a payment;
- contact customer support;
- participate in promotional programmes;
- submit enquiries;
- browse the Platform; or
- otherwise interact with Qualitail.

Information may also be obtained from participating manufacturers, authorised service providers or publicly available business records where permitted by applicable law.

4. How We Use Your Information

Qualitail may use your information for purposes including:

- creating and managing your account;
- processing registrations and KYC;
- processing orders;
- facilitating deliveries;
- processing payments;
- providing customer support;
- administering promotional programmes;
- assessing credit eligibility;
- preventing fraud;
- improving Platform performance;
- analysing business trends;
- complying with legal and regulatory obligations; and
- communicating important updates relating to your account or transactions.

5. Sharing of Information

Qualitail may share information with:

- participating manufacturers;
- logistics partners;
- warehouse partners;
- payment service providers;

- technology service providers;
- professional advisers;
- auditors;
- government or regulatory authorities where required by law; and
- any other service provider engaged for legitimate business purposes.

Information shall be shared only to the extent reasonably necessary for the relevant purpose.

Qualitail does not sell or rent your personal information to third parties.

6. Cookies & Analytics

The Qualitail Platform may use cookies and similar technologies to:

- remember user preferences;
- improve Platform functionality;
- analyse Platform usage;
- enhance user experience; and
- improve security.

You may manage cookie preferences through your browser settings. Certain Platform features may not function properly if cookies are disabled.

7. Data Security

Qualitail implements reasonable administrative, technical and organisational measures to protect information against unauthorised access, alteration, disclosure, misuse or destruction.

However, no method of electronic transmission or storage is completely secure, and Qualitail cannot guarantee absolute security.

8. Data Retention

Qualitail retains information only for as long as reasonably necessary for:

- providing services;
- maintaining business records;
- complying with legal obligations;
- resolving disputes;
- enforcing contractual rights; or
- other legitimate business purposes.

Information may be retained for longer periods where required under applicable law.

9. Your Responsibilities

The Retailer is responsible for ensuring that all information provided to Qualitail is accurate, complete and up to date.

The Retailer shall promptly notify Qualitail of any material changes to its business or contact information.

10. Your Rights

Subject to applicable law, you may request to:

- access your personal information;
- correct inaccurate information;
- update your information;
- withdraw consent where legally permissible;
- request deletion of information that Qualitail is no longer legally required to retain.

Qualitail may decline requests where retention or continued processing is required by law or for legitimate business purposes.

11. Third-Party Services

The Platform may contain links to third-party websites or services.

Qualitail is not responsible for the privacy practices, security or content of third-party websites or services.

Retailers are encouraged to review the privacy policies of such third parties before sharing information.

12. Children's Privacy

The Qualitail Platform is intended solely for business use.

It is not intended for individuals below eighteen (18) years of age, and Qualitail does not knowingly collect personal information from minors.

13. Compliance with Applicable Law

Qualitail processes personal information in accordance with applicable laws of India, including the **Digital Personal Data Protection Act, 2023 (DPDP Act)** and other applicable legal or regulatory requirements, as amended from time to time.

14. Changes to this Privacy Policy

Qualitail may revise this Privacy Policy from time to time to reflect operational, technological, legal or regulatory changes.

The latest version published on the Platform shall apply from the date of publication. Continued use of the Platform constitutes acceptance of the revised Privacy Policy.

15. Contact Us

For any questions relating to this Privacy Policy or your personal information, you may contact Qualitail through its designated communication channels.

Privacy Commitment

Qualitail is committed to handling your personal and business information responsibly, transparently and securely. We collect only the information reasonably necessary to operate our Platform, provide our services and fulfil our legal and commercial obligations while respecting your privacy and protecting your data.