

AGRICA PLATFORM

Privacy Policy & Terms of Use

Data For Decision Technologies Solutions Private Limited

Effective Date: April 1, 2026 | Version 2.0

Preamble

This document constitutes the Privacy Policy and Terms of Use (collectively, "Policy") for the Agrica Platform, inventory tracking, invoice status tracking, quantitative study of sales, distribution, and agri-input analytics application owned and operated by Data for Decision Technologies Solutions Private Limited ("DforD", "We", "Us", or "Our"), a company incorporated under the laws of India.

This Policy governs the collection, storage, processing, use, disclosure, and protection of information generated, submitted, or derived through the use of the Agrica Platform by all categories of users. By accessing or using the Agrica Platform in any capacity, you expressly agree to be bound by this Policy. If you do not agree, you must immediately discontinue use of the Platform.

1. Definitions

The following terms shall have the meanings ascribed to them below throughout this Policy:

Platform / Agrica Platform	The mobile application, web application, APIs, and associated services operated under the brand name "Agrica" by DforD.
You / User	Any individual or entity accessing the Platform, including Clients, Entrepreneurs, and Field Employees.
Client / Principal	A company or entity that engages DforD to deploy the Platform to monitor its distribution and retail network.
Entrepreneur	Retail partners, agri-input distributors, or agri-entrepreneurs who use the Platform to record sales, inventory, and transaction data.
Field Employee	An individual employed or contracted by a Client who uses the Platform for field sales management, attendance, and customer visit tracking.
Personal Information	Any data that alone or in combination with other data can identify a natural person, including name, contact details, device identifiers, and precise location.
Consolidated / Aggregated Data	Data derived from multiple users or transactions in a manner that does not identify or permit identification of any individual.
AI / ML Models	Artificial intelligence or machine learning models used to generate insights, predictions, advisory content, or platform improvements.
Applicable Law	The Information Technology Act 2000, the IT (Amendment) Act 2008, the Digital Personal Data Protection Act 2023 (DPDP Act), and all rules and regulations framed thereunder, as amended from time to time.

2. Scope of This Policy

This Policy applies to:

- All users of the Agrica Platform, regardless of role or access level.
- All data submitted, collected, generated, or derived through the Platform.
- All devices and sessions through which the Platform is accessed.

This Policy does not apply to information collected through offline means, third-party websites linked from the Platform, or platforms not operated by DforD. Links to third-party services do not constitute endorsement by DforD.

3. Information We Collect

3.1 Information Provided by Users

- Registration information: name, employer/company name, mobile number, email address, designation, and profile photograph.
- Business transaction data: sales records, invoice details, inventory quantities, product codes, pricing, and customer identifiers submitted by Entrepreneurs.
- Customer visit data: client names, locations, meeting notes, and outcomes submitted by Field Employees.
- Communication data: messages, queries, and support interactions submitted through the Platform.

3.2 Automatically Collected Information

- Device information: device model, operating system, unique device identifiers (IMEI, Android ID), and app version.
- Usage data: feature interactions, session timestamps, screen flows, crash reports, and performance metrics.
- Network information: IP address, carrier, and connectivity type.

3.3 Location Data

The Platform collects precise and background location data from Field Employees to enable core functions. Location collection is subject to the following conditions:

- Location data is collected only after the Field Employee has granted explicit device-level location permission AND has manually initiated a working session by punching in through the Platform.
- Background location collection is active only during an initiated working session and ceases automatically upon punch-out or session termination.
- Location is used exclusively for: attendance validation, customer visit verification, route tracking, field activity monitoring, and related operational reporting.
- Users retain full control over location permissions through device settings. Revoking location access may impair certain Platform features.
- Location data is not collected outside working hours or when the user has not initiated a working session.
- Background location tracking during active working sessions may result in increased battery usage. The Platform optimizes location collection to minimize battery consumption, and tracking automatically stops once the user punches out.

Prominent Disclosure and Consent

- Prior to collecting location data, the Platform provides users with a clear and prominent in-app disclosure explaining:
 - What location data is collected
 - How location data is used
 - When background location tracking occurs
 - That tracking is limited to active working sessions
- Location data is collected only after the user explicitly grants consent. Users may withdraw consent at any time through device settings.

3.4 Inferred and Derived Data

DforD may derive additional data points from the information above, including behavioral patterns, performance indicators, route efficiency scores, and business trend signals. Such inferences are used for operational and analytical purposes as described in this Policy.

3.5 Photo and Media Access

The Platform may request access to device camera or media files only when required for user-initiated actions such as:

- Capturing customer visit photos
- Uploading visit proof images
- Profile picture upload
- Business documentation capture

The Platform does not access, scan, or collect media files in the background. Access occurs only when users explicitly initiate these actions.

Users may revoke camera or media access permissions at any time through device settings. Disabling these permissions may limit certain Platform features.

4. How We Use Your Information

4.1 Operational Purposes

- Providing, operating, and maintaining the Platform and its features.
- Processing and presenting field sales data, inventory analytics, and business transaction reports to Clients.
- Validating field employee attendance, visit compliance, and route adherence.
- Communicating service notifications, updates, and support responses.
- Detecting and preventing fraud, unauthorized access, or misuse of the Platform.

4.2 Analytics and Business Intelligence

DforD shall have the right to read, process, and analyse all data generated through the Platform. However, any disclosure, publication, or sharing of such analysis shall be limited to Consolidated and Aggregated Data that does not identify, or permit identification of, any individual user or Entrepreneur. Individual-level Personal Information shall never be disclosed in analytics outputs without explicit consent.

4.3 AI and Machine Learning Model Training

DforD and its Clients shall have the right to use Platform data, including transactional, behavioral, and operational data, for the purpose of training, validating, and improving AI and machine learning models. Such use is subject to the following safeguards:

- Personal Information used for AI/ML training shall be anonymised or pseudonymised to the maximum extent technically feasible prior to model training.
- AI/ML outputs shall not reconstruct or expose individual-level Personal Information.
- Models trained on Platform data shall be used solely to improve user experience, platform functionality, crop advisory services, predictive analytics, and related agri-input applications.
- DforD shall implement appropriate technical and organisational measures to ensure that AI/ML processes do not result in discriminatory outcomes or profiling of individual users.

Your Rights Regarding AI/ML Use

You have the right to object to the use of your Personal Information for AI/ML training purposes. To exercise this right, contact us at the address provided in Section 15.

Upon a valid objection, DforD will take reasonable steps to exclude your identifiable data from future training datasets, subject to technical feasibility and without affecting your continued use of the Platform.

4.4 Publication of Insights

DforD may publish market reports, industry insights, research papers, or promotional materials derived from Platform data. Any such publications shall be based exclusively on Consolidated and Aggregated Data. DforD expressly warrants that no individual-level Personal Information shall be included in or inferable from any published output.

5. Data Sharing and Disclosure

5.1 Sharing with Clients

DforD shares Entrepreneur and Field Employee data with the respective Client that has deployed the Platform. Such sharing is limited to data generated within the Client's deployment scope. Clients are bound by their contractual obligations with DforD to use such data only for legitimate business purposes.

5.2 Service Providers and Sub-processors

DforD may engage third-party service providers (sub-processors) to provide cloud hosting, data storage, analytics, and technical support. All sub-processors are bound by data processing agreements that restrict them to processing data only as instructed by DforD and in compliance with Applicable Law.

5.3 Legal Obligations

DforD may disclose Personal Information to government authorities, regulators, or courts where required by Applicable Law, court order, or other legal process. DforD will, to the extent permitted by law, notify the affected user prior to such disclosure.

5.4 Business Transfers

In the event of a merger, acquisition, amalgamation, or sale of all or substantially all of DforD's assets, Personal Information may be transferred to the successor entity, which shall be bound by this Policy or an equivalent standard of protection.

5.5 No Sale of Personal Information

DforD does not and shall not sell, rent, or trade Personal Information to any third party for commercial purposes.

6. Data Retention

DforD retains Personal Information and business transaction data for the following periods, unless a longer retention period is required by Applicable Law or contractual obligation:

Data Category	Retention Period	Purpose
Registration & Profile Data	Duration of account + 2 years	Account management & legal compliance
Transaction & Business Data	7 years from date of transaction	Audit, taxation, and legal obligations
Location Data	12 months from collection	Operational verification & dispute resolution
Usage & Device Logs	12 months	Platform performance & security
Aggregated / Anonymised Data	Indefinitely	Analytics, AI/ML training, research
Grievance & Support Records	3 years from resolution	Legal compliance and audit

7. Data Security

DforD employs commercially reasonable and industry-standard technical and organisational security measures to protect Personal Information from unauthorised access, disclosure, alteration, or destruction. These measures include, but are not limited to:

- Encryption of data in transit using TLS 1.2 or higher.
- Encryption of sensitive data at rest.
- Role-based access controls and multi-factor authentication for administrative systems.
- Regular vulnerability assessments and penetration testing.
- Audit logging of all administrative access to Personal Information.
- Incident response and data breach notification procedures in compliance with the DPDP Act 2023.

Notwithstanding the above, no transmission over the internet or electronic storage system is completely secure. Users acknowledge this inherent risk and agree that DforD shall not be liable for breaches arising from circumstances beyond DforD's reasonable control.

8. Your Rights as a Data Principal

In accordance with the Digital Personal Data Protection Act 2023 and other Applicable Law, you have the following rights with respect to your Personal Information:

8.1 Right to Access

You have the right to obtain confirmation of whether DforD processes your Personal Information and to access a summary of such data and the processing activities carried out on it.

8.2 Right to Correction and Erasure

You have the right to request correction of inaccurate or incomplete Personal Information and, subject to legal retention obligations, to request erasure of your Personal Information where it is no longer necessary for the purposes for which it was collected.

8.3 Right to Grievance Redressal

You have the right to lodge a grievance with DforD's designated Grievance Officer and to have it addressed within the timelines prescribed under Applicable Law.

8.4 Right to Nominate

You have the right to nominate another individual to exercise your rights in the event of your death or incapacity.

8.5 Right to Object to AI/ML Processing

As described in Section 4.3, you have the right to object to the use of your Personal Information for AI/ML model training purposes.

8.6 Right to Withdraw Consent

You may withdraw consent for the processing of your Personal Information at any time. Withdrawal of consent will not affect the lawfulness of processing carried out prior to withdrawal but may result in your inability to access certain Platform features.

To exercise any of the above rights, please contact the Grievance Officer as detailed in Section 15 of this Policy.

9. Consent and Legal Basis for Processing

DforD processes Personal Information on the following legal bases:

- **Consent:** By registering on the Platform and continuing to use it, you provide informed consent to the collection and processing of your data as described in this Policy.
- **Contractual Necessity:** Processing is necessary for the performance of the service contract between DforD and the Client, and to provide Platform services to Entrepreneurs and Field Employees.
- **Legal Obligation:** Processing is required for compliance with applicable Indian laws, taxation requirements, and regulatory mandates.
- **Legitimate Interests:** DforD may process data for legitimate business interests, including fraud prevention, platform security, and improvement of services, provided such interests do not override your fundamental rights.

10. Terms of Use

10.1 Eligibility

The Platform is intended for use by businesses and their authorised personnel. By using the Platform, you represent and warrant that (a) you are at least 18 years of age, (b) you have the authority to bind the entity on whose behalf you are acting, and (c) your use of the Platform does not violate any applicable law or agreement.

10.2 Permitted Use

You agree to use the Platform solely for lawful purposes and in accordance with this Policy. You shall not use the Platform to:

- Submit false, misleading, or fraudulent data.
- Reverse-engineer, decompile, or attempt to extract the source code of the Platform.
- Interfere with or disrupt the integrity or performance of the Platform or its servers.
- Attempt to gain unauthorized access to any part of the Platform or any system connected to it.
- Use the Platform in any manner that could damage, disable, or impair the Platform.
- Collect or harvest data from the Platform for purposes outside the scope of your authorised use.

10.3 Account Security

You are responsible for maintaining the confidentiality of your account credentials. You must immediately notify DforD of any unauthorized use of your account. DforD shall not be liable for any loss arising from your failure to safeguard your account credentials.

10.4 Intellectual Property

All intellectual property rights in the Platform, including software, design, databases, analytics frameworks, AI/ML models trained on Platform data, and all related materials, are owned by DforD or its licensors. Nothing in this Policy grants you any ownership rights in the Platform or its components.

10.5 Availability and Updates

DforD does not warrant that the Platform will be available at all times, uninterrupted, or error-free. DforD reserves the right to modify, suspend, or discontinue any feature of the Platform at any time, with or without notice, and without liability.

10.6 Third-Party Integrations

The Platform may integrate with or link to third-party services. DforD is not responsible for the privacy practices or content of any third-party service. Your use of third-party services is subject to their respective terms and privacy policies.

11. Disclaimers and Limitation of Liability

THE PLATFORM AND ALL INFORMATION PROVIDED THROUGH IT ARE OFFERED ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, DFORD'S AGGREGATE LIABILITY TO YOU FOR ANY CLAIM ARISING FROM YOUR USE OF THE PLATFORM SHALL NOT EXCEED THE AMOUNTS PAID BY THE CLIENT TO DFORD IN THE THREE (3) MONTHS PRECEDING THE EVENT GIVING RISE TO THE CLAIM.

DforD shall not be liable for any indirect, incidental, special, consequential, or punitive damages, including loss of profits, data, or goodwill, arising from your use of or inability to use the Platform.

12. Indemnification

You agree to indemnify, defend, and hold harmless DforD, its officers, directors, employees, and agents from and against any claims, liabilities, damages, losses, and expenses, including reasonable legal fees, arising out of or relating to: (a) your use of the Platform in violation of this Policy; (b) your violation of any applicable law; (c) any false or fraudulent data submitted through the Platform; or (d) your infringement of any third-party rights.

13. Governing Law and Dispute Resolution

This Policy and all matters arising out of or relating to the Platform shall be governed by and construed in accordance with the laws of India. Any dispute, controversy, or claim arising out of or relating to this Policy or the Platform shall be subject to the exclusive jurisdiction of the courts located in Bengaluru, Karnataka, India.

Prior to initiating legal proceedings, the parties agree to attempt to resolve disputes through good-faith negotiation for a period of thirty (30) days from the date one party notifies the other of the dispute.

14. Changes to This Policy

DforD reserves the right to modify this Policy at any time. Material changes will be notified to registered users via in-app notification, email, or SMS at least fifteen (15) days prior to the effective date of the change. Your continued use of the Platform after the effective date constitutes acceptance of the revised Policy.

The current version of the Policy is always accessible within the Platform and on DforD's official website.

15. Contact Information and Grievance Officer

In accordance with the Digital Personal Data Protection Act 2023 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, DforD has designated a Grievance Officer who may be contacted for any privacy-related concerns, requests, or complaints:

Grievance Officer

Name: Rajesh Kannan

Designation: Head of Operations

Organization: Data For Decision Technologies Solutions Private Limited

Address: 2nd Floor, #878, 1st Stage, 4th Block, HBR Layout, Bengaluru – 560043, Karnataka, India

Email: [info@dford.co.in]

Response Time: Within 72 hours of receipt; resolution within 30 days as required by Applicable Law.

16. Acceptance of Policy

By registering for, accessing, or using the Agrica Platform, you confirm that you have read, understood, and agree to be legally bound by this Privacy Policy and Terms of Use in their entirety. If you are acting on behalf of an organisation, you confirm that you have the authority to bind that organisation to this Policy.

Data For Decision Technologies Solutions Private Limited

2nd Floor, #878, 1st Stage, 4th Block, HBR Layout, Bengaluru – 560043

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